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and Essential Oil Review

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The American Perfumer

and Essential Oil Review

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NEW YORK, JANUARY, 1928

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What Will 1928 Bring?

THERE is more agreement than ever among the manufacturers of toilet preparations, soaps, flavoring extracts and the like as to the prospects for increased business and continued prosperity for these industries during the coming year. That much can be said from a review of the letters which we have received in response to our annual symposium questionnaire. In only one or two quarters is any doubt expressed regarding the outlook. In addition the gratifying fact is noted that 1927 was in nearly every instance better in point of sales and profits than 1926. We feel that this reflects not only the soundness of general business conditions but also the steady expansion in the toilet preparations line, a fact which should be most gratifying to those engaged in our industries and upon which we congratulate our readers.

Regarding the other questions which we submitted for the attention of our contributors, there is less unanimity. It is apparent that the makers of toilet preparations have minds of their own and are accustomed to using them. The thoughtful character of the replies, which are published elsewhere in this issue, augurs well for the future of the industry. Unanimity is hardly necessary where careful thought leads to reasonable conclusions.

Apparently our contributors have given considerable attention to the matter of mergers and combinations. This growing tendency in American industry is one of more than passing importance to every manufacturer. In general, the symposium shows that the larger manufacturing units believe that the tendency is a good one, while some of the smaller producers feel that there are dangers in it for the small manufacturer or for the beginner. Others feel that the toilet goods business is too personal for large combinations to progress at the expense of the smaller units and indicate that mergers and combinations are of direct benefit to the little fellow who remains independent and retains his identity.

Chain store merchandising and manufacturing also has its advocates and its opponents. In general sentiment seems to be that the chain store is a fact which must be faced; that its distribution methods have both their helpful and their disadvantageous points; but that chain store manufacturing is not likely to interfere to any great extent with the normal progress of the manufacturer of toilet preparations who establishes his brands and creates a demand for

them. There is no fear in any quarter that chain store products can crowd out the products of the independent producer. Rather will the independent enjoy increased distribution through the sales efforts of the chain store.

With some surprise, we scanned the opinions of our contributors on the matter of Federal Cosmetics legislation. A few we found, as had been expected, favoring such legislation, if confined within reasonable limits and designed for certain definite purposes. Our surprise arose from the fact that so many manufacturers seem not to realize that unfavorable legislation may be forced through or rushed through unless they are intensely alert in their efforts to oppose it or to see that it is of a harmless character.

We had thought that the industry as a whole had been warned sufficiently of what might result from ill advised restrictions. We had hoped that it had profited by the example of other industries faced with the same problems. And we are surprised and disappointed that so many either ignored the question or expressed themselves halfheartedly in regard to it. We cannot too strongly urge immediate attention to the pending Copeland Bill and to any other measures which may be proposed in the future. Do not wait until you are hampered by a law before awakening to the fact that the law may be harmful. Experience has shown that it is then too late to do more than deplore the event. Repealing laws simply is not done.

On the whole, our symposium again shows a forward trend in the industry. It proves that manufacturers are alert and thinking. We feel that the views expressed are more than worth the reading. And we add to the consensus our own belief that 1928 will be a banner year.

The Copeland Cosmetic Bill

ELSEWHERE in this issue, there is published the complete text of the bill introduced by Senator Royal S. Copeland, which would govern the sale of cosmetics and toilet preparations, and an analysis of the measure by Dr. Curt P. Wimmer. Senator Copeland has announced that he would not move for passage of the bill until after hearings are held and has indicated that he would arrange for hearings about the middle of February after all interested parties had had opportunity to study the bill. This attitude is in contrast to that of some of those who would "regulate" the industry and we are sure that the manufacturers of toilet preparations appreciate the Senator's consideration of their interests.

This, however, should not and will not prevent them from pointing out the obvious weaknesses of the measure and the total lack of any necessity for it. Dr. Wimmer has effectively disposed of the technical provisions of the bill and it is hardly necessary to repeat his conclusive statements here. There are, however, one or two inquiries which manufacturers will doubtless like to have answered by Senator Copeland or by those who have prevailed upon him to introduce his bill. These may be stated briefly as follows:

Why does the bill contain less than two pages regarding adulteration and misbranding of toilet preparations, and more than seven pages of administrative provisions? Can it be possible that more jobs are to be created in spite of Senator Copeland's protestations against bureaucracy?

Why does the Senator limit his ideas of a cosmetic to substances which will be applied to the body only above the waist? Has he forgotten that "deleterious" substances might creep into preparations for the feet, or doesn't he care whether the feet are "beautified, embellished, cleansed, perfumed or conditioned," or not?

Why does the misbranding portion of the act allow anything and everything to be placed upon the label provided only that the name and place of business of the manufacturer, packer, seller or distributor appears thereon? Can it be that the Senator is less concerned with the matter of "false" claims and untrue designations than he is with the name of someone who can be made to bear the burden of a bureaucratic investigation, or worse?

Finally, how can Senator Copeland justify his loudly voiced political position on bureaucracy and the repeal of unnecessary laws in the light of his introduction of a measure which is not only wholly unnecessary but is designed to add to the multitude of official "inspectors" which now besets not only the toilet preparations industry but all other lines of business?

We should like to have the Senator reply to these questions and will be pleased to give space to any reply which he may care to make.

To Avoid Arbitration Difficulties

THE expansion of the practice of arbitrating commercial disputes has been very rapid during the last few months and it is hardly too much to predict that it will become even more widespread during 1928. Like all rapidly growing practices; this expansion has been attended by some more or less unforeseen difficulties. None of these has been very serious and none is of such a character as to discourage the inclusion of arbitration clauses in sales contracts.

It may be well to point out that one of the difficulties has been the selection of the form of arbitration most likely to be advisable in any given case. It is hardly sufficient merely to insert a clause in the contract calling for the submission of difficulties to arbitration and then to find another dispute later on as to what sort of arbitration is meant. It is not difficult to embody the entire idea in a suitable clause. For those not familiar with the best practice, there are numerous trade organizations which can advise and submit suitable forms of clauses designed for various purposes.

It cannot be too strongly urged that arbitration is economical of both time and money, but it is just as important that the desired results be obtained. They are easy of attainment if only ordinary precautions are observed in the drafting and inclusion of the contract clause which covers the subject.

OUR ADVERTISERS

FRENCH COSMETIC MFG. Co., Inc.
85 Crescent Ave.,
New Rochelle, N. Y.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
81 Fulton St., New York City.

Gentlemen: We are in receipt of your communication asking if we would kindly send you a letter stating the results we have had from advertising in your publication and along these lines—

We would state that advertising in THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is very essential for the future welfare of the French Cosmetic Co.

It is most effective and has brought about the desired results.

Yours very truly,
FRENCH COSMETIC MFG. Co., Inc.
F. A. SCHWANNECKE.

A Letter to the Editor

EDITOR, THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW:

SIR: Since September, 1922, we have been engaged in expensive litigation with the Customs Bureau, seeking to compel a reasonable rate of duty on Resinaromes and similar products, which are fluid resins prepared from the corresponding gums, roots, leaves, etc., by a process which eliminates the inert ingredients and refines the natural odorant resins into a convenient form, concentrated, readily soluble and uniform.

The decision of the Board of Customs Appeals acknowledges the correctness of our assertions regarding the source, nature and use of Resinaromes. Nevertheless, the court, by a liberal interpretation of the doctrine of similitude, classifies them as dutiable under paragraph 61, at 50 per cent. as natural perfume materials not otherwise provided for and similar in use to other products in this same paragraph. This decision covers not only Resinaromes but all other products similarly derived and used.

We made the fight alone, but if this matter affected only ourselves we would hesitate to call it to your attention. As a matter of fact, it penalizes the American manufacturer of perfumes. These Resinaromes, and similar products, all of which now carry this rate of duty, are absolutely indispensable in modern perfumery. The unreasonable rate of duty is an additional burden on the American industry and a corresponding help to its foreign competitors.

This high duty is due more to technicalities and misunderstandings than to any attempt to penalize the American industry unjustly, but the remedy must await revision of the tariff and if more favorable schedules are to be adopted it must be as a result of pressure from those most affected, the perfumers. Our own services are unreservedly at the disposal of the industry in this as in other matters.

Yours very truly,
NEW YORK
JANUARY 17, 1928.
UNGERER & COMPANY
W. G. UNGERER.

National Survey Indicates Prosperous 1928

Healthful Gains in Last Year Generally Reported

Various Views About Foreign Competition

Cosmetics Law Not Necessary

THE annual business survey of the perfumery, toilet preparations, soap, flavoring extracts and collateral industries which THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW herewith presents will be found of extraordinary interest to the members of the various trades throughout the country. The responses of leaders in these industries are more numerous than in previous years and more representative of thoughtful consideration of problems of the moment than is usual in symposiums of this nature.

Throughout the reviews of conditions a spirit of optimism is strongly in evidence. Most of the contributors report business gains in 1927, some have had large increases, and very few record unsatisfactory results. For 1928 the outlook is rosy, some firms expecting large increases in sales and all but one or two taking a most hopeful view of the future. In general the writers are alive and awake to the possibilities for expansion and are preparing to take advantage of conditions and ride well in front in the chariot of prosperity in which the perfumery, soap and toilet preparations industries are passengers.

Regarding mergers, combinations, chain stores, cosmetic legislation and foreign competition the diversity of views forms a veritable kaleidoscopic panorama of opinions, which can only be appreciated by perusal. Various angles of the problems are discussed with varying conclusions and it is evident that many of the contributors are far apart in what they think about the trend of present day trade and the activities of doctors who seek to control cosmetics.

Regarding mergers and combinations there is a wide difference of opinion regarding their effect. Some contributors favor the trend, others merely see no harm in mergers, some discover advantages, while a few consider them as being detrimental, especially to the small manufacturer.

Chain store merchandising also stirs much independent and thoughtful comment. Some manufacturers think chain stores beneficial in that they increase the use of perfumery and toilet preparations with the poorer classes and indirectly educate potential consumers of the higher priced items. On one point there is agreement: the chain stores cannot profitably manufacture cosmetics and perfumes. Often also the chains provide good outlets for surplus goods.

Cosmetics legislation is universally regarded as not needed, although one firm thinks it might aid legitimate manufacturers by driving out unscrupulous competitors. There is a regrettable absence of interest in fighting the Cosmetics Bill. It is much like the indifference of the foes of prohibition, who did not awaken until after the Eighteenth Amendment and the Volstead Act had become law.

Some firms preferred not to be quoted by name. One of these replies, similar to others, is worth printing:

"It seems to me that the prospects for the current year are very good. You will see the same tendency this year, as has been exhibited during the past year, for better class merchandise.

"You will likewise see that the buyers will be more

and more reluctant to invest in unknown brands, and also novelties.

"With reference to the combinations now taking place in the trade, it seems to us that the combination of directly competing articles and similar price articles is a fallacy; whereas a combination of domestic articles, foreign articles, creams and other toiletries which do not directly compete but which are sold to the same buyer would be a success."

Reference is made by some firms to the growth of trade in foreign and pseudo-foreign perfumes and cosmetics, particularly to the use of labels indicating foreign origin of items actually made in this country in laboratories operated by foreign houses. Attention is called to the need of educating American consumers in the merits of perfumes and cosmetics made in America by Americans.

The reviews of conditions in detail follow:

Toiletry Industry Grows Bigger Every Year

Pond's Extract Co., New York City, C. M. Baker, president.—We feel that the outlook for 1928 as viewed at this time is quite similar to the outlook as we saw it a year ago for 1927.

We see no reason why there should not continue to be excellent prospects for American manufacturers of toilet articles who advertise consistently and intelligently. There is plenty of money in circulation and the prospects are that women will continue to spend it for toilet articles which experience has shown them are no longer luxuries but necessities.

As the volume of toilet article business increases, merchants are devoting not only more space but more prominent space in their stores to the display of them.

Our industry is becoming more important each year and is being considered so by the trade as well as the public, and representative manufacturers having large investments at stake should do everything possible to keep the industry clean of fly-by-nighters and others who might cast more of a discredit upon it than otherwise. Already there are certain manufacturers who by questionable selling and advertising practices are no credit to the industry.

Our business in 1927 was substantially ahead of 1926.

Mergers and combinations have been successful in other industries and there would seem to be no reason why they should not work out the same way in this one and help to stabilize the business.

There certainly is no doubt but that the chain stores are here to stay and that they comprise a very important portion of the outlet for our merchandise. We believe that, as in the grocery field, chain stores in our line of business will finally decide to put less importance on their own brands of toilet articles and to push advertised lines, thus making their own turnover much more rapid.

We doubt if Congress will adopt any legislation governing cosmetics unless a greater necessity for such legislation is shown than has so far been indicated.

Foresees Continued Advance in Prosperity

Colgate & Co., Jersey City, N. J., James M. Roscoe, sales manager.—We are looking forward to 1928 to advance the prosperity which had such an auspicious beginning in 1927. Business conditions are fundamentally sound. The late summer helped the farmers and bumper crops were brought out in the face of what looked like failures in the early part of the year; there is no overexpansion; the automobile trade is most active and that implies employment for many thousands of people; general employment is good and the consumer, as far as we can see, has money to spend and is in a position to enjoy a larger share of luxuries than ever before.

Our collections have been exceptionally good and advance orders from all over would seem to indicate that the outlook for business in the coming twelve months is unusually good.

Sees Products Improved

Richard Hudnut, New York City, G. A. Pfeiffer, president.—In our judgment 1927 was a very satisfactory year for the perfume and toilet goods industry. Particularly gratifying is the progress made in package and product improvement and the new creations offered; also in the increased effort by individual manufacturers in promoting and advertising their products to the consumer. Such efforts not only reward the concern that creates and exploits their products, but also benefits the entire industry, placing it on a broader, firmer and more permanent basis.

That new and larger problems result from expanding sales and changing methods of distribution is to be expected. Undoubtedly, the solution for these problems will be found both by the individual concerns and the perfume industry as a whole.

Speaking for ourselves we are gratified with our 1927 record and we believe and expect sales in 1928 will be substantially more than they were in 1927.

Merger Tendency May Prove Beneficial

Northam Warren Corporation, New York City, Northam Warren, president.—We are entirely satisfied with the sales outlook for Cutex in 1928. Our holiday merchandise moved in a larger volume than ever before and has apparently been sold out by the stores, so that the decks should be clear for new business with the first day of the new year. Our business in 1927 showed a substantial advance.

It seems to us that the tendency toward larger units in the toilet goods industry, so long as the mergers are along legitimate lines, with due consideration to the rights of the investing public who hold the securities, are entirely in the right direction. The improved scientific business methods which such combinations almost invariably adopt have a beneficial effect on the whole industry.

Like other manufacturers, we regard the proposed Federal cosmetic legislation with misgivings, believing that it is unnecessary and an unwarranted interference with legitimate business. The American Manufacturers of Toilet Articles have successfully protected the interests of business and in our opinion deserves the united support of its members. We strongly deprecate the tendency of certain factors in the trade to take an independent stand regarding this legislation without consulting the association of which they are members. Whether actuated by desire for free advertising or whatever motives, such misguided efforts can only weaken the work of the association in protecting the interests of its membership.

The question of foreign competition seems to us of less importance than ever before. With American manufacturers reaching out for foreign markets and becoming international in their scope it seems to us illogical to protest against the so-called invasion of foreign houses. There will always be competition so long as the industry is in healthy condition and the tremendous success of foreign and American manufacturers alike indicates that the market for toilet articles is expanding rapidly enough to afford room for everybody in our industry.

Sees Nothing to Fear in a Cosmetics Law

V. Fixaudou Inc., New York City, Thomas J. McHugh, president.—When interviewed, Mr. McHugh said: "I believe that 1928 will be a good year for those who go out after business. The country is generally prosperous and there is money to be spent, but it will be spent only with those who make an intensive sales effort. As evidence of this belief, we have just added about 250 salesmen to our staff and have greatly increased our advertising appropriation to support their efforts.

"Regarding federal cosmetic legislation, I believe that federal legislation is a good thing in any line of business. Certainly those firms who are conducting a legitimate business in harmless preparations have nothing to fear from any law which may be passed."

Finds Sound Policies Successful

Woodworth, Inc., New York, Ralph H. Aronson.—The year just passed has been one of great progress in the perfumery industry. The consumer demand has increased and along with it business has increased for those concerns whose policies have been sound. Hand in hand with this consumer demand, we have found the spirit of competition, which is a healthy sign.

The year 1928 promises to be again a successful year and it is believed that with a more stabilized sales policy throughout the industry, we shall have more prosperity than ever before.

Progressive Sales Policy Essential

Harriet Hubbard Ayer, New York, Edwin Sefton, vice-president.—When interviewed Mr. Sefton said that 1927 had been a year of considerable progress for his company and for the general perfume and cosmetic industry as well. Sales were considerably larger than in 1926 and he believes that progressive sales methods will result in a further increase in 1928.

Mr. Sefton indicated that he did not believe there would be any Federal cosmetic legislation of any sort enacted this year. For this reason he was inclined to think that the introduction of a Federal bill might be a good thing in that it would discourage the introduction of state legislation which would be more difficult to combat.

He called special attention to one problem of the trade to which but little serious attention has been paid. This is the matter of the counterfeiting of labels and the selling of spurious toilet preparations as the products of reputable manufacturers. Mr. Sefton believes that vigorous action is needed to curb this practice.

He laid special stress upon the value of progressive sales policy in developing the perfume industry, asserting that he considered it considerably more important than a high grade product or an attractive package, although granting that both were necessary to success.

Problem in Direct Selling Companies

California Perfume Co., New York City, D. H. McConnell, Jr., executive vice-president—Due to our method of selling, our problems are not the common ones of the industry. The competition we meet is not the same kind as that of most of the industry. Our problems, on the other hand, are similar to those of most direct selling organizations regardless of what products are handled, the chief one being that of keeping an active sales force in the field at a reasonable cost. The turn-over of salesmen in most direct selling companies is tremendous. This results in constant efforts to fill open territory and keep it filled. This is not an easy thing to do, as there are only certain individuals in every community who like house-to-house work, and who are successful in carrying it on.

From the foregoing it can be seen that our sales for 1928 depend upon our ability and success with our sales force. General business conditions we believe have very little effect upon us.

Our 1927 business was just about the same as that in the year 1926.

We feel that the present tendency toward mergers and combinations in the industry is a good and sound policy.

We are decidedly against any of the proposed Federal legislation governing cosmetics. It is not necessary and is not warranted, and it would only place a burden on the manufacturers, which it would be unfair for them to carry.

Would Enforce "Made in America" Labels

A. P. Babcock Co., New York City, H. Henry Bertram, president—Most business prognosticators seem to believe that there are no clouds visible on the business horizon in 1928—notwithstanding Roger Babson's pessimistic New Year's message. If this be so, sales in 1928 should be at least equal those in 1927.

During the last period of industrial mergers and combinations, prior to the Roosevelt "trust-busting" campaign, the effect seemed to be the rapid elimination of the small manufacturer through price cutting and other artifice. Then came the paternal attitude of government toward the smaller and independent manufacturers. If history repeats itself, as it has a habit of doing, the day of the small manufacturer would seem to be over. In many respects this would not necessarily be a curse, because there appear to be too many manufacturers in our industry making similar products of like degrees of excellence (or otherwise) and selling at similar prices.

Chain store merchandising is undoubtedly here to stay. It offers the consumer merchandise at a low cost, due to the elimination of middlemen. This does not necessarily doom the independent neighborhood store which, if properly conducted, fills a necessary niche in the economic chain. Distribution costs are, however, entirely too high, and the chain store cuts some of this cost to the benefit of the consumer.

Manufacturing by the chains is, however, another matter. In this age of specialization, no man can well serve two masters. To be a master retailer would seem to preclude the possibility of being a master manufacturer. The two are more or less opposed to each other.

Business at present is sufficiently hampered by federal regulation. What this country needs is less federal regulation and interference—not more. Statistics, so far available, show no need for federal cosmetic regulation. Until such need can be shown, any legislation would only add tremend-

ously to the already heavy burden of our industry without controlling the situation in any way.

A truth-in-advertising campaign on the other hand would in the long run materially aid the industry. It cannot be denied that much present-day copy, both in and out of our industry, is plain, unvarnished "bunk." This matter needs no legislation however, but can more effectively be handled by the publishers and Better Business Bureaus. It is our opinion though that the sooner this matter is given serious attention, the sooner will the industry begin to build solidly. A continuation of it will eventually nauseate the public, and turn it against toilet goods of all kinds.

Pseudo-foreign manufacturers should be made to plainly label their goods MADE IN AMERICA—just as, long since, it became unfashionable, not to say unhealthy, for the pirate to sail the bounding main.

Soap Industry Outlook Satisfactory

Lightfoot Schultz Co., Hoboken, N. J., W. L. Schultz, president—For several years our business has been steadily on the increase as to volume and profits and I feel from the present outlook that the year 1928 should be even more successful regardless of the fact that we are entering a presidential year.

I consider the largest contributing factor in the general prosperity of business in the United States is the stabilization of money through the operation of the Federal Reserve Bank, and that because of this, industry in general is not subject to the panic conditions formerly caused by the over-expansion or failure of a few concerns.

Lightfoot Schultz Company is preparing to give quality and service in increased quantities.

Beauty Industries Outlook Good

John J. Ryan of the Demilo Perfume Co., New York City, and secretary of the Beauty Industries Manufacturers' Association—I feel that 1927 was a very satisfactory year in the beauty trade as a whole, although many of us found that the seasonal character of the business was very embarrassing. We are endeavoring to find some way to overcome this and it is partly for this reason that the Beauty Industries Manufacturers' Association was organized. The association expects to put through several plans for stabilizing the demand throughout the year. One of the first concerns, however, will be established an adequate and satisfactory credit department, which is badly needed in the beauty trade. We do not expect to accomplish this in a few weeks or a few months. We hope within the next two years to have it on a fairly stable basis, and that from that time forward it will continue to make rapid progress along the lines of organized effort.

Speaking for my own house, I may say that we anticipate an excellent demand for our products during 1928 and we hope to make it substantially better than 1927.

Soap Industry's Big Plans for 1928

Association of American Soap & Glycerine Producers, Inc., New York City, Roscoe C. Edlund, manager—In 1927 the soap industry—or, at least, that leading and substantial part of the industry represented in the Association of American Soap and Glycerine Producers, Inc., whose members make more than 75 per cent of all the soap manufactured in the United States—set in motion forces that will have widespread public interest and results in 1928.

The aim of the association is to increase in America the demand for soap and for glycerine. To this end, the past year witnessed the setting up of organization and machinery. The coming year will see this machinery in full operation,

beginning a task of public education that from the outset should prove productive of result and beneficial in creating goodwill and prosperity.

Glycerine activities were first to get under way, under the name of the Glycerine Producers' Association. In 1926 and 1927, comparatively modest expenditure for association advertising and educational work, combined with sales and advertising efforts by member companies, introduced Radiator Glycerine favorably to the automobile world as an improvement over volatile anti-freezes. Recently, new competition for this quality market appeared, but this will spur association effort to greater vigor and power, and there is every reason to expect in 1928 that the satisfactory market already developed for GPA Radiator Glycerine will be substantially enlarged.

Research into other uses for glycerine also holds promise, and in 1928 is to be prosecuted by the association on a wider scale.

The soap work began less than a year ago when the association opened its office. Within a few months, Cleanliness Institute, established by the association for public service and education, was announced to health, social service, educational, and other public leaders and organizations. Already the Institute has begun to function. In every state of the Union, its first school text book is now in use. In every state, its *Cleanliness Journal*, published for leaders of organized public service and educational activities, is received, read and used.

How tremendous is the field for cleanliness education in the schools is evident when it is realized that approximately 25,000,000 children attend school daily. Hundreds of leaders in the school field have hailed the Institute with open arms and are seeking its cooperation and assistance.

Soap and water advertising—cooperative, educational, striking in pictorial presentation and in strength and vigor of message—begins in February. The schedule is divided about equally between newspapers and magazines. The campaign is aimed at the masses of readers whose cleanliness habits are most susceptible of improvement. The copy will appeal to universal human motives and desires. Each advertisement, complete in itself, is one of a series distinctive in character, and so conceived as to create expectancy and interest in the advertisements that are to follow. The complete "soap and water"—which is as natural and colloquial as "bread and butter" or "Jack and Jill"—appears with varying phrase or slogan in every piece of copy, and ties the series tightly together.

For 1928 and 1929 the Association will expend in these activities more than \$1,500,000. This is one of the largest cooperative movements ever undertaken by an industry. Already the example of this work has stimulated the organization of other campaigns bearing on cleanliness, to be conducted by other industries. Simultaneously, the great campaign of the laundry industry is under way. The aggregate result of these efforts can scarcely fail to be stimulating and productive of definite result even from almost the very start of the campaign.

Cooperation in the soap industry strikes two keynotes as 1928 begins. To the idealist, the dominant note will be the richer, better service to America that this movement means. To the practical, hard-headed business man, the truer key may sound in a greater demand for soap and a bigger volume of sales. Some there will be who will catch in this movement both tones in satisfying harmony—cooperation both for better business and for better public service.

General Business Outlook Favorable

Daggett & Ramsdell, New York City, V. C. Daggett, president.—It is our opinion that the outlook for 1928 for general business is good.

There are some spots in the country, notably in New England, where conditions are not by any means satisfactory, but labor is generally well employed, at good prices, and the farm situation in the West is improving.

The advent of the new Ford car will unquestionably affect the labor situation very favorably in Detroit and have a bearing upon production in many lines of industry.

In the cosmetic business the competition is very severe; advertising is less productive and more expensive than it used to be; and the conditions surrounding our business are not as attractive as they might be.

20 Per Cent Increase Due in Flavorings

Virginia Dare Extract Company, Inc., Brooklyn, N. Y., B. H. Smith, president.—It seems to us that there is no reason why we should not look forward with confidence to the future. The situation in Europe is obviously greatly improved, and the same may be said for our own agricultural problems.

Other factors of lesser importance all seem to have turned for the better, and we are looking forward to a prosperous 1928.

We have our salesmen together from all parts of the United States this week, and we have asked them how they feel about the future. Their answer is that we may increase their quotas over 1927 for sales volume 20 per cent and 1927 was the best year that we have had.

Price Cutting a Demoralizing Factor

E. R. Squibb & Sons, New York City, R. D. Keim, general sales manager.—A survey we recently made of conditions in the retail and wholesale drug business indicates that the outlook for business during 1928 is most gratifying. We, of course, believe that there may be a slight depression in business in certain parts of the country during the current year, but, as a whole, we anticipate that the demand for proprietary drug products and toilet products of all kinds will be equal to, if not in excess of, the volume of business booked during 1927.

There is one factor, however, which will have a decided bearing upon the prosperity of the retail and wholesale drug trade during 1928, i.e., the unfortunate tendency on the part of retailers particularly to cut prices to a level which leaves no profit over and above the operating overhead.

We are firmly convinced that even the largest operators in the retail field are fast coming to the realization that price standardization will be an important factor in the economic business structure and that demoralizing price cutting is uneconomic and incompatible with sound business practices.

We are pleased to extend, through the columns of your publication, our very best wishes for a very prosperous New Year to the retail and wholesale drug trade.

Just a Little More Punch 1928's Need

Koken Companies, St. Louis, Mo., George D. Chisholm, first vice-president.—With reference to the outlook for 1928, while we have on our rose-colored glasses, we are keenly alive to the fact that the fellows who gets the business in 1928 will hustle probably a little harder than ever. It took considerable more hustle in 1927 to hold the figures up to the proper level than it did in 1926, and we are making up our minds to the fact that 1928 is going to need just a little more punch.

Hopefulness Should Dominate

McMonagle & Rogers, Middletown, N. Y., Fred S. Rogers.—The flavoring extract industry should look forward to 1928 with a positive degree of hopefulness and courage. Manufacturing costs will be on a lower scale than for many years past, the problems attendant upon the use of alcohol are clearing, thanks to the intelligent and sympathetic understanding of our industry by Dr. Doran, and with the present buying power of the American public there is no reason to expect any lessened consumption of our products. Credits seem to be the factor in our business which will require the most careful scrutiny, and incidentally the chain store problem will be no inconsiderable one to those manufacturers who are seeking the trade which competes with the chain systems.

I believe that the volume of business done in 1927 compares very favorably with that of 1926. Some industries of course look forward to the idea of mergers in the interest of economy, but I fail to see any prospect or inducements along this line, so far as the manufacturers of flavoring extracts are concerned. Chain systems have cut materially into the independent retail trade and this seems to be a growing, rather than a lessening problem.

Prosperity Is Keynote for 1928

Mulhens & Kropff Inc., New York City, William Kropff, president.—Prosperity in 1928 is the keynote in all the predictions being offered by the leaders in practically all branches of industry. This is based on the very excellent business of the past six months which followed a rather unsatisfactory first six months in 1927.

In the toilet goods business, in which we, of course, are most interested, the outlook is promising. November and December showed in most lines a very favorable increase over the same months in 1926 and January, as far as it has gone, is putting its best foot forward.

With conditions as they are there is good reason to remain optimistic and to look forward to a prosperous new year.

The threat of regulatory Federal cosmetic legislation is not disturbing, as the trade believes that no unnecessary restrictions will be placed by Congress on an important and growing industry.

Substantial Increases in Perfume Sales

Pinaud, Inc., New York City, Georges Klotz, president.—It gives me pleasure to state that our business has shown a substantial increase each month in the last six months of 1927 over the corresponding six months of 1926 and we expect this percentage to continue or increase during 1928. This, on our regular lines without considering the sales of the new cream, which show progressive and substantial monthly gains. We look forward to the year 1928 being one of the best in the history of Pinaud in America.

As I have not been in touch locally with the combinations and mergers taking place in the industry, I cannot express an opinion.

It is becoming more and more evident to Pinaud that the chain stores who manufacture toilet preparations, utilize nationally advertised merchandise as leaders to get the public into their stores; then, in many instances, we find them trying to substitute their own products. This, however, does not apply to all chain stores.

Regarding the proposed Federal legislation covering the manufacture and sale of cosmetics, while I heartily subscribe

to such legislation as would prohibit the use of harmful ingredients in toilet preparations, I do not believe that any of the bills which have come under my observation will serve the purpose. It would seem from a superficial analysis that they devote but a small amount of attention to the industry and a great deal of attention to the creation of new positions, which, obviously, would not be filled by practical toilet goods manufacturers.

All Signs Point to Prosperous Year

Paul Westphal, New York City, David J. Griffin, sales manager.—A survey of many opinions, not alone by the leaders in banking and business but as well the professional economists whose reputations depend on the accuracy of their forecasts, clearly points to a year of widespread and continued prosperity. There is every indication, too, from a mere casual glance about that this general and accepted belief that 1928 will be a good business year; not a boom year, but a period of steadily increasing and evenly distributed prosperity is based on a careful scrutiny of the factors involved as well as deduced from sound and logical reasoning.

Comparison of the customary business barometers and application of the principal business yardsticks carries conviction. Among the more important and impressive factors; the sound banking situation, the lowered public debt, the unimpaired and widely diffused purchasing power of the masses, the lack of large inventories, the steady and healthy normal production in practically all lines of industry assuredly augurs well for a continuation of our present general employment at high wages, our high standard of living and our remarkably well distributed prosperity during the current year.

There is nothing to indicate that the end of the calendar year likewise marks the end of any business trend or that there will be any radical or deflated change, but the tendency is rather toward the belief that the present high levels of activity and economic progress will be maintained during 1928 by those same outstanding characteristics which spelled continued success and sustained progress in the year just past—thrift and conservatism.

Nor is there any reason to give serious consideration to that time-worn bug-a-boo and chimera—the presidential campaign with its theoretical unsettling and havoc-raising effect on business in general. The prospect of the 1928 election should on the other hand be singularly free from anything which would in any way slow down prosperity or interfere with the normal operations of business. Fundamentally, there are no big and markedly antagonistic issues to be solved in this campaign. The usual lines of demarcation are not so sharply drawn nor are the two main parties so far apart on the essentials and basic tenets. Indeed, there appears to be nothing in the economic views of the leading and principal candidates of either party which would tend to upset business equilibrium and cause depression.

The prospects for 1928, therefore, appear very favorable and there is every reason to believe that the revival of industry just gaining momentum as we emerge from inventory and stock-taking, will continue and flourish as the New Year progresses so that a generally prosperous condition will prevail throughout the country, 1928 will assuredly be accounted a good business year and our New Year optimism splendidly vindicated.

Indications Point to Increasing Trade

Yardley & Co., Ltd., New York City, Cecil Smith, vice-president—We put on an unexpectedly large increase in 1927 over 1926 and we anticipate increasing still more in 1928. We see no reason why business conditions should not be better in 1928 than 1927, in view of the anticipated improvement in the output of the automobile manufacturers which, we are informed, is a largely influential condition.

On the whole, the mergers and combinations will probably be to the advantage of the industry as a whole, particularly if as has been foreshadowed, it leads to a greater volume of toilet goods advertising.

Chain store organizations exist and will continue to exist as long as they offer the consuming public a service. It is perfectly natural that they use their large buying power to serve their customers in the way that seems to them best, but that need not necessarily mean that their merchandising methods will affect importers such as ourselves in any special way.

We cannot see that there is any necessity for Federal legislation governing the sale of cosmetics. A manufacturer of cosmetics who puts out an article in any way harmful, would be visited at once by such severe losses in the way of damage actions and loss of business, that no further legislation preventing such a situation need be necessary.

Vital Features in Extract Industry Reviewed

McCormick & Co., Baltimore, Md., Willoughby M. McCormick, president—Owing to the very high price of vanilla beans during the last few years, quite a number of manufacturers of extracts, both for domestic use and for bakers, confectioners and ice cream manufacturers, curtailed or abandoned the use of vanilla beans and made their extracts wholly or partly from synthetics such as vanillin, coumarin, etc.

However, since the decline in the price of vanilla beans, we find that most of the largest consumers of extracts have resumed buying their supplies from manufacturers who make a specialty of pure extract of vanilla. Upon investigation we find that this is due largely to the fact that cakes, candies, and ice cream made with synthetics do not bring repeat orders, nor do they give entire satisfaction as pure or true flavors do. The Bureau of Chemistry at Washington has determined that vanillin contributes only one-seventh of the total flavor or vanilla, and it is only this one-seventh that can be imitated by means of synthetics.

The reduction in the tax on alcohol of \$1.04 a gallon, effective January 1, 1928, will help materially to foster the use of pure extract of vanilla. I hope the time is not far off when we will have tax-exempt alcohol for legitimate manufacturing purposes, especially for manufacturing flavoring extracts, which are used in small quantities in every household. The alcohol used in pure extract of vanilla is practically wasted, being valuable only as a solvent and preservative of the delicate vanilla flavor.

The manufacturers and dealers in peach, pear, apricot, caraway, etc., have been diminished in number by the activities of our Government. These extracts are used to a very limited extent for culinary purposes, if at all, and those that are sold to the trade in car-lots or less are evidently intended to be used illegitimately. Such a practice is very harmful to the legitimate manufacturers of extracts and that is why some counties and states have enacted such drastic legislation and prohibit the sale even of pure extracts for

culinary purposes. The abuse of the product made the restrictions necessary.

Unfortunately there is not as big a demand for culinary flavoring extracts as prevailed a number of years ago. Fresh fruits, large bakeries, and ice cream manufacturers who make high class products are slowly encroaching on the household production of cakes, ice cream, etc.

There have been and there are today some very inferior beans on the market, mostly Bourbons, some of which sold as low as 85 cents a pound. They had been reprocessed, looked fairly well, and while they made an extract that complies with the Pure Food Laws so far as purity is concerned, the quality is very inferior. It is essential for the buyers of extract to know the difference between a pure extract which meets the requirements of the U. S. Law and an extract which has intrinsic merit and true value from a *flavoring standpoint*. There is a marked difference between *purity* and *quality* and sooner or later it must be recognized by every buyer who wants to build up his trade and help the housewives.

The prospects for business next year are quite bright. Stocks on hand throughout the United States are very small. Most of the manufacturers have been curtailing as much as possible owing to the anticipated reduction in the tax on alcohol, and it looks as if 1928 will be a very much better year on high class flavors than ever before.

Every dealer who has a trade-mark that he wants to foster is anxious to produce high class goods so as to make permanent an increasing number of customers, and this can only be done by keeping up the quality of his products.

Uphill Work for American Made Perfumes

Meyer Brothers Drug Co., St. Louis, Mo., E. F. Helbig—We are rather pessimistic about the future of the perfume industry in particular, as the volume of business of the imported perfumes put up either abroad or in this country, seems to be growing steadily larger, and the domestic production, we believe, is affected very materially by this condition.

We, of course, are ourselves to blame for this condition and we cannot very well criticise the public for asking for and demanding imported perfumes, for they certainly have been stung right and left on the domestic products.

So much cheap toilet goods are being offered and sold through the mail, in the five-and-ten-cent stores and other avenues that the public, no doubt, have a very low opinion of American perfumes and toilet goods.

A number of the reputable concerns do manufacture very high grade perfumes, and the quality is fully equal to the imported, but on account of conditions outlined above they find it very hard up-hill work to get sufficient volume to be satisfactory.

The business for 1927 compared very favorably with us with 1926, and we believe the outlook for 1928 in all business as a whole is not unfavorable.

With reference to the proposed cosmetic legislation, the writer does not see any special need of a law of that kind. The proposed bill, we believe, is entirely too drastic in its provisions, and on this account will probably defeat itself. We would favor a bill making it compulsory to state on the label the name and quantity of any corrosive or poisonous ingredient in powders and creams.

Mergers in all lines seem to be in the air and chain stores are just in their infancy. No doubt, there will be many more, all of which makes the game a little harder for the independent retailer in all lines.

Prosperity Ahead for Flavoring Extract Makers

*C. F. Sauer Company, Richmond, Va., C. F. Sauer, Jr.,—*Relative to the alcohol situation I feel confident that the tax reduction is going to be a great benefit to the legitimate manufacturer. I desire to express on behalf of our organization my appreciation for the splendid work that Dr. Dorgan and his bureau has been able to accomplish in such a short time.

I refer, particularly, to what I term bootleg liquor, because it could not be classed as an extract since it was never manufactured for an extract or sold for an extract. This has reference to such products as quince, pear and a great many others which have no legitimate culinary use. The Prohibition Bureau has certainly taken splendid steps in correcting the distribution of such products, and so far as we are able to check up they have certainly been cut down materially, and I feel as time goes on they will have these products more in hand.

Competition is unusually keen, yet a satisfactory business may certainly be gotten if it is gone after hard enough. I believe that the extract industry will have a very prosperous year in 1928, particularly since the Prohibition Bureau seems to be hot on the trail of the so called "bootleggers" in the extract industry, who under the guise of extract manufacturers are manufacturing and distributing all kinds of liquors.

As we all know, in order to cover up their illegal operations these so-called extract manufacturers are putting out legitimate extracts and are selling them at less than the cost of production in order to get a distribution without bothering about selling cost. Their money is not made on their extracts, but the extracts are sold at a ridiculously low price in order to cover up their other activities, and in this way the legitimate extract manufacturer suffers on account of price comparison.

Favors Law to Punish Imitators

*Arden Chemical Co., Inc., New York City, T. J. Lewis, —*The outlook for 1928 is very good. Our business increased 25 per cent during the year 1927.

We have no information as to what the effect will be of the present tendency toward mergers and combinations upon the industry as a whole, as we are too busy in our own business to worry about other folks. The same view applies to chain store prospects.

We are much in favor of the Federal legislation, but think there should be a rider in the bill which would protect people in our business from imitators and counterfeiters.

No Public Demand for Another Worthless Law

*Ferd. T. Hopkins & Son, New York City, C. R. DeFreest, —*The Federal regulation of cosmetics is merely another move in the general urge for the Federal regulation of everything.

We are merely passing from a Republican form of Government with its freedom of thought and action to some new regulated system which has as yet not been classified.

From strictly a political viewpoint, this is ideal. To regulate we must have men and this means jobs. The average politician will support anything that strengthens his position.

The cosmetic legislation is a glittering example of adding another worthless law to our present statutes. It is not the result of a demand from the public, but is merely the political manipulation of a group of medical men who would utilize the present urge "to regulate," in order to strengthen their own position.

Mergers Not Dangerous; Too Many Laws

*Louis Phillippe, Inc., New York City, Albert B. Pacini, vice-president, —*The outlook for sales in 1928 as far as we can determine is very good. We are pleased to report a 40 per cent increase in 1927 over the business of 1926.

We do not feel that the tendency toward mergers and combinations will have any far reaching effect on this particular industry as a whole. The peculiarly personal character of the toilet preparation business does not make it likely that the formation of larger combinations will have any deterrent effect upon the small manufacturer. The success of a manufacturer who can present merchandise that appeals to the taste of a particular type or class of woman is assured no matter what the size or power of the competition in his field. The ultimate customer in this business is the most discriminating that any industry can be called upon to please and the impersonal product of mass production rarely appeals to this type.

The manufacturer of toilet preparations is in a sense the personal confidant of his customer and the intimate personal touch is the determinative factor in appeal to the feminine.

Chain store merchandising and manufacturing by chain store organizations fall under the same category. This concentrated type of competition does not offer any discouragement to the small manufacturer who has a message for the American women in the shape of any toilet preparation of high merit and value.

As to Federal legislation it may be said that it is not surprising to see this approach in an era of government paternalism and over-legislation. As Senator Copeland so aptly puts it an entire session of Congress should be devoted to the repeal of laws. We have too many laws on our statute books already. Arguing from the half-hearted acceptance of similar laws it is fairly obvious that if certain vital cosmetic agents are prohibited by federal statutes, the consumer who must have these regardless of the possible risk in their use, will obtain them somehow, even within the twelve mile limit.

Prosperous Outlook for Cosmetics

*Grant Watkins Co., Inc., Boston, Mass., Leo J. Cassie, president, —*I feel confident that 1928 will be a most prosperous year for cosmetic manufacturers. Our 1927 business was most gratifying and we have every reason to believe that 1928 will be much greater; it was much greater than 1926. The Federal legislation governing cosmetics I believe will not materialize to any detrimental degree, as the general public have experienced with great satisfaction results obtained from products that are under general discussion at the present time.

Government Should Keep "Hands Off"

*John Blocki, Inc., Chicago, Ill., John Blocki, president, —*The outlook for 1928 is good and the 1927 business was just about the same as the year previous. We do not look favorably upon chain store merchandising in our line; and as to the proposed Federal legislation governing cosmetics, we believe the government should keep "hands off."

Conditions Seem Very Favorable

*James S. Kirk & Co., Chicago, Ill., S. C. Jones, assistant secretary, —*From all indications, gleaned from reports from various parts of the country, the outlook for 1928 seems very favorable.

The buying power of the farmer is contributing strongly to increased business in agricultural regions.

Home Life Changes Affect Extracts

Williams & Carleton Co., Hartford, Conn., Leslie K. Talmadge, sales manager—During the past ten years the rapid progress of American women along the lines of higher education and their desire to enter more and more into the public affairs of city, state, and nation, have changed our home life to a considerable extent.

The increased difficulty of obtaining competent, dependable and industrious household servants, coupled with the desire of the housewife to become actively affiliated with public life, has driven entire American families to resort to cafeterias, hotels and restaurants, to obtain the sustenance of life.

There is also another element which, ludicrous as it may seem on first thought, has had no small influence on the sale of sweets of all kinds, thus affecting the demand for their ingredients. Women for ages past have been the chief consumers of cakes, pastries and ice creams, but during the last few years the decree of Dame Fashion for the slender silhouette has caused a considerable decrease in the consumption of sweets by those wishing to escape even a suggestion of corpulency.

However, past history has shown that different eras of the world's progress have moved in cycles, and that each cycle, reaching a certain point, begins to diminish. So we believe that already people are beginning to tire of eating away from home and that there is a slight tendency to return to home cooked food, with more and better desserts.

Certain forms of advertising which bring us into personal touch with our consumers, show very clearly that there are many women who still enjoy the preparation of food in their homes and who are keenly interested in ways to make their dishes more appetizing.

The great American public has never been educated to appreciate the proper flavoring of food. This is not only true of flavoring extracts, but of spices as well. We believe that an educational campaign along these lines would be good advertising for the manufacturer of flavoring ingredients of all kinds.

Our extract business for 1927 has shown a slight gain as compared with 1926, which was considered by many as being a peak year. We believe that 1928 will show a further improvement for those manufacturers who keep quality in mind rather than quantity or price, and who do not give away 20 per cent of their extracts in free samples to the housewife, which is bound to affect correspondingly the sale of extracts by the retail grocer.

With a reduction of the tax on alcohol, there will undoubtedly be some reduction in the price of flavoring extracts, especially bulk extracts for the bakery, confectionery, and ice cream trade. However, the amount of the saving is so small when figured on the basis of two ounce bottles, that there is little justification for a reduction on package goods for household use.

Faith in our product when we know it is the best that can be had for a fair price, and faith in the American consumer who is our customer and whom we believe can be educated to do the thing which is best for all—these two factors strictly adhered to will do much toward bringing about bigger and better business for this year and all the years to come.

An Optimist on 1928 Trade

Frank M. Prindle & Co., New York City, Frank M. Prindle.—Regret I am unable to give you any definite forecast for 1928, but being an optimist I look for a good business.

Outlook Is Decidedly Hopeful

Kolynos Co., New Haven, Conn., L. A. Jenkins—The outlook for 1928, as it appears to us, is decidedly hopeful. Our business is one which is transacted in practically all parts of the globe and with very few exceptions we find increased business offering. In consequence our program is one tending toward further expansion.

"Hand to Mouth" Buying Bad Feature

Bourjois, Inc., New York City, B. M. Douglas—In 1927, the demand seemed to be, as far as we are concerned, for higher priced merchandise. There is little or no interest in the lower priced items in our line; and business appears to us to be not so competitive as individual. The question of quality appears to be paramount.

Buying, however, seems to be more and more on a "hand to mouth" basis, causing the manufacturer to carry tremendous stocks and, if he is not well prepared to fill rush orders at the end of the year, both he and his customers lose out. The retailer, buying on a "hand to mouth" basis puts himself at a disadvantage in that he loses sales. Whether or not this may benefit him by general reduction in stocks, we cannot say, but there is not enough advantage in it to pay for the loss of sales and the disappointment of customers. Also, without stock he has no incentive to push items—no matter how well received they may be.

From the orders which have kept coming in since Christmas Day, as well as the late orders in December, both telegraphic and otherwise, it would appear as if the general dealer is pretty well cleaned out.

Based on the fact that stocks must be pretty well depleted on account of the "hand to mouth" system of buying,—which we understand is general in the United States, in all lines,—we are inclined to the belief that the business for 1928 will be better than that of 1927.

Finds Foreign Competition Growing

Demilo Co., Detroit, Mich., James C. Gleghorn, president—We consider the sales outlook for the year 1928 better than last year. While our volume of business for 1927 did not come up to our expectations, we enjoyed a substantial increase. In fact, increased business forced us into larger quarters.

As to the present tendency toward mergers and combinations and its effect upon our industry as a whole, we do not care to pass an opinion at this time, as considerable will depend on the sale tactics of the larger organizations.

As to our view on the proposed Federal legislation governing cosmetics, we wish to go on record as being emphatically opposed to legislation of this kind of any type, as there is no demand for such action by the general public or is there any need for it on the part of legitimate manufacturers. So far as we are concerned, we feel that it is unnecessary to use ingredients of a harmful character and all ingredients should conform to or surpass U. S. P. standards of purity.

We feel if there is any need for legislation of this type at all, it would be along the lines of putting a stop to every Tom, Dick and Harry taking up the manufacture of cosmetics without some standard requirements as to education and training.

As to the growing competition of foreign and pseudo-foreign manufacturers, this is bound to continue as long as American manufacturers remain passive or continue to countenance and further the sale of products of this type. As long as manufacturers continue to hitch their wagons solely to the dollar sign, just so long will present conditions continue.

Legislators Unqualified to Pass Cosmetics Law

J. E. McBrady & Co., Chicago, Ill., J. E. McBrady, president—I can see no reason why business in general will not be as good for 1928 as it was in 1927. I have every good reason for making that statement, but none to the contrary.

Our 1927 net cash dividends from this business were nearly 20 per cent better than 1926. I don't calculate much on gross sales. I can compare our business more actually, for those two years, on the net cash dividends, for after all, cash is the only thing that talks with me, that is what I pay bills with, and nothing else takes its place.

Mergers and combinations may be all right in large industries, but for small ones, I don't think they will ever amount to much.

Chain stores I cannot say are a good thing for the country. They eliminate thousands of small merchants. Men of small means, running small stores, trying to support their families, are being fast put out of business by chain stores, and that part I think is too bad. I think the government ought to stop it.

There have been quite a few fellows in congress trying to make laws regulating the manufacture of cosmetics, soaps and medicines to meet their ideas. I don't think they will ever get very far, because the cosmetic business is carried on all over the country on a pretty honorable and honest basis. Men in this line of business, who are not on the square, are not going to last very long. There is lots of competition in this business. The people and not the legislators, who know but very little about it, are the best judges.

I see no reason why any man selling perfumes and patent medicines can not do a big business this year, just as well as last year. If he is a hustler he certainly will come through all right, no doubt about it. I hope with vim and vigor to make 1928 a good year, so far as I am concerned.

No Bad Clouds on Business Horizon

Styron-Beggs Company, Newark, Ohio, Frank L. Beggs, president and treasurer—We are of the opinion that the adjustment period which characterized the last few months of 1927 will be reflected in better business for the first half of 1928.

The reduction in the price of alcohol and the consequent "hand to mouth" policy of buying, has reduced stocks in the hands of buyers until purchasers are confronted with replacement demands.

We see no ominous clouds on the business horizon and approach the New Year with confidence in general conditions and the expectancy of a normal year.

Would "Debunk" Foreign Perfume Claims

Bo-Kay Perfume Co., New York City, J. Rouss, president. If you will refer to your January, 1927, issue, you will find my views fully expressed with relation to "the growing competition of foreign and pseudo-foreign manufacturers." My views are still the same. But as far as I have been able to observe, our American manufacturers as a body have done absolutely nothing to change the "bunk" so freely made use of to impress the American user of perfumes and cosmetics with the notion that toilet preparations, unless bearing a French name or label, are not worthy of use.

Any movement having for its purpose the "debunking" of this "bunk" will have my hearty support.

The outlook for 1928 from our view is better than it ever has been. Any business when soundly conducted and properly managed will remain healthy. With full confidence in the future, we have made considerable additions to our plant and have in addition added considerably to our paper box plant.

I believe that chain store organizations will not successfully merchandise their own toilet preparations. I know, based upon my own knowledge, that several such attempts have been made but failed.

Toilet preparations having general distribution will always outsell "private brand" toilet preparations. The reason is obvious. The "private brand" preparations are offered only in the individual stores and have not the same appeal to the consumer as merchandise which is displayed and seen on all counters of the particular community and therefore have never proven to be real sellers.

I also favor Federal legislation governing cosmetics provided such legislation compelled foreign manufacturers to conform to these laws to the same extent and in the same manner as American manufacturers. I believe that in this way the consuming public would see that the ingredients used by the French manufacturers are the same or similar to those used by American manufacturers and in that way would readily learn that the absurd prices for such preparations are not justified as against the reasonable prices charged for American made products.

Big Problem in Costs of Distribution

Frederick Stearns & Company, Detroit, Mich., Willard Ohliger, president and general manager—I think we can truthfully say that the outlook for sales in 1928 is good. However, it is very apparent to all observers that there are great changes going on in the business world. These changes in the way of combinations and consolidation mean greater competition and a lessening of net profit for the same volume of business. In 1928, to equal the net profits of previous years, we must either increase our volume or cut down our cost of doing business.

Taking manufacture as a whole, wonderful progress has been made in cutting out waste and reducing the cost of manufacturing. There is still some opportunity there to reduce costs and meet the more keen competition that is with us.

However, the big opportunities to increase profits lie in solving the problem of the very high sales and distribution costs of the average business of today. And, if the changed conditions will result in forcing manufacturers as a whole to find ways and means of solving the distribution problem, or at least reducing to any considerable extent the present very high cost, it will react to the benefit of every one from the manufacturer to the ultimate consumer.

We can all have faith in American business and in the ultimate outcome. And, for those who adapt themselves to the changed conditions, get in step and step lively, 1928 should be a good year.

Not in Favor of Federal Cosmetics Law

Martha Turner, Inc., succeeding Colonial Hygienic Co., Chicago, Ill., Allen E. Hunt, president—We are looking forward to an increase in business during 1928 and feel assured conditions will show an improvement over the past two years. It is difficult to judge the effect of the mergers and combinations upon our industry as a whole, but whatever they may be, each individual unit will adjust itself to whatever changed conditions that may come about.

We are not in favor of Federal legislation to govern cosmetics, although there may be some firms in our line of business that should be under Federal control. However, manufacturers of cosmetics as a whole believe in using the purest of ingredients in their preparations and Federal control would not be necessary.

Bright for Quality Goods at Right Prices

Aramed Company, Providence, R. I., George W. Demara.—I would not venture to forecast my opinion on the general business for 1928. As for my own business my views must be held personal; obviously I am introducing new products. The toilet preparation business in general will all depend on all round prosperity of the country, and if such may be the case, there is no reason why manufacturers of these products should not have as prosperous a year as 1927. The vogue has become more than a custom for the use of toilet goods, and it is well established, and shall continue with a steady increase.

My opinion is that 1927 was much better than 1926. The tendency towards mergers and combines should make brighter prospects for the small manufacturers, this depending on their alertness for new ideas. Chain store merchandising has become overcrowded, but there are always advantages for the dealer with goods of quality and right prices. Federal legislation governing cosmetics should be advantageous for the manufacturers of goods of quality.

Sees Chain Stores as Large Factors

Oakley & Co., Inc., New York City, Joseph H. Calisher, president.—Personally I do not think that the business of popular priced domestic perfumes will show a very material increase in sales for the year of 1928, due to conditions existing in this branch of the perfumery business.

Our 1927 business compared favorably with that of 1926, but it was harder to get the record. The combinations of various manufacturers in the line that have been made during the last year, I do not think will at all affect the individual concerns, as each respective manufacturer will get the usual amount of business from the trade irrespective of any merger.

Chain stores will be large factors due to their enormous purchasing power and the manufacturer will unquestionably be compelled, if he desires to cater to this trade, to work on a smaller margin of profit.

The proposed federal legislation governing cosmetics is absolutely uncalled for. I do not think that there is a manufacturer in the line of good repute that would put out any preparation that would be injurious in any way.

I see no reason whatever for any legislation contemplated. Our industry for years has been handicapped with innumerable restrictions, and the contemplated imposition of additional ones will have a tendency to influence the manufacturers to utilize their brains and capital in other channels.

Looks Forward to "Biggest Year"

Marinello Co., New York City, Dorothy Cocks, director of advertising.—Our outlook for 1928 is probably not typical enough to be of interest to anyone else in the industry. The year 1927 was a year of great reorganization for the Marinello Company. We have strengthened every department, and we look forward to having 1928 the biggest year that Marinello has ever had.

Starts New Year with "Big Boost"

T. M. Sayman Products Co., St. Louis, Mo., T. M. Sayman, president.—From our viewpoint and from all indications of the business thermometer, it points to an increase in business in 1928.

We are putting forth some new business-getting schemes that have started our business off with a big boost and the outlook for the coming year is most gratifying.

Benefits Seen in Mergers and Chain Stores

La Valliere Company, New Orleans, La., Henry E. Chambers, vice-president and treasurer.—We consider the outlook for 1928 as much more promising in the way of volume of business to be done than what we accomplished in 1927. Business with us for 1927 was about the same as 1926. It would have been much larger had it not been for the lamentable Mississippi River floods that covered large portions of three of our important trade areas for a protracted period, causing, practically an entire suspension of business for a number of months in the areas affected.

Effect of Mergers: As calculated to reduce overhead and operating expenses, consolidations and mergers ought to benefit those concerns participating, thereby increasing ability to meet price competition.

Chain Store Merchandising: We consider this form of merchandising as fully established and promising greater expansion and development in the future. As to chain store organizations manufacturing, we consider that they can only do so successfully as far as staple and standard toiletries are concerned. Quality goods and trade-marked specialties will continue to hold their own against such competition. Success with these organizations depends upon lowness or prices. This lowness induces a wider use by the lower classes of the public of various toiletries from which they have been excluded hitherto by the higher priced, better-qualified articles. This wider use will in time redound to the benefit of the legitimate specialty producers as the public absorbs more and more the exclusive and finer quality idea.

Federal Cosmetic Legislation: We see no reason for becoming alarmed over the this matter. It will affect only those who are using injurious compounds in their products. Producers of high grade toiletries can no doubt offer a clean bill of health with their products. Such legislation ought to check the production of cheap low-grade goods and advance the sales of such as can be guaranteed harmless.

Predicts Great Growth for American Products

Carlova, Inc., New York City, Charles H. Oestreich, vice-president.—Our sales for 1927 show a very substantial increase over the total sales for 1926, and we have every hope, and are looking forward with a great deal of encouragement for a very handsome increase in our sales for the year of 1928. The perfumery and cosmetic industry, as a whole, is now enjoying very great popularity, and its expansion and growth depend entirely upon the manufacturers themselves. The only nasty competition, or evil, in our industry at present is from concerns known as bootleggers, and it is our hope that the Government authorities will eventually eliminate this evil.

Cosmetics and perfumes have become a necessity to the American public, and it is our belief that the American public is beginning to recognize that products made by American concerns, such as perfumes, cold creams, etc., are equal in quality as any with the French labels, or those imported from abroad. The American buying public is recognized as one of the most intelligent in the world, and for that reason, there is no question that if the American manufacturers are particularly careful as to the quality of their products—making sure that every product they put out has real merit behind it—it will strengthen this confidence with the American public, and thus make our industry one of the most staple and tremendous industries in the States.

Mergers and combinations in other industries have proven very successful, and there is no reason why the proper

mergers and combinations in our industry should not prove to be very beneficial and profitable. The margin between the actual cost and the selling price of a perfumery or cosmetic product is much greater than in most staple industries, such as steel, automobiles, etc., and one of the most principal factors in our costs are sales expense and overhead. These can easily be reduced materially by the proper combinations and mergers. Large national institutions, as a result of mergers, receive a great deal of publicity—and then again, the average layman would no doubt have a great deal of confidence in such products as put out by a tremendous national institution.

Chain store merchandising is, in our humble opinion, a great contribution to the prosperity of our country. It eliminates a great deal of waste, it affords the American public an opportunity to buy merchandise at the right prices, and above all, it permits the manufacturer an outlet for a large volume business and at the same time gives him a chance to put over a new item in a big way without a great deal of delay.

Regarding Federal legislation and control governing the manufacture of cosmetics, this should not be viewed with a great deal of alarm by our industry. There is no question that there are any number of products on the market today manufactured by the cosmetic industry as beauty preparations which are very injurious to the American public if they do not know how to use them properly; namely, items like ointments, hair dyes, and perhaps creams, etc., and it is our belief that if the public is thoroughly convinced that only such products are permitted on the market that have passed a thorough inspection, that it will strengthen the public's confidence and will probably add a great many customers for beauty preparations that are now skeptical as to the purity and merit of the beauty preparations as a whole on the market.

It is our firm belief that the cosmetic and perfumery industry is still in its infancy, and that the future will bring with it a great growth and expansion.

Conditions Good in Middle-West

Southern Chemical Co., Perry, Okla., O. H. Hovey—I am pleased to again repeat my statement of a year ago: Business has been far more than double that of the preceding year, and prospects for 1928 are exceedingly bright. We start in not owing a human being a dollar, and no one owes us. We do business both ways for cash. That helps toward success. Another thing we find essential is always the absolutely square deal that keeps the confidence of our customers and through their kind words brings new ones. Further, I am a "crank" on quality; also personal service. Although 70 years "young" it really puts pep into me to put in from 12 to 18 hours a day. As to reforms, I still reiterate every word of the second paragraph of my letter of January last (col. 2, p. 593), and I consider these evils as pronounced as ever.

I might add that the business of the Southern Printing Company which I have owned and operated here for over 20 years, has been more satisfactory during the past year than any year before, and we start the new year full of orders. It may be that the wonderful resources and climate, and the hustling ability of all the citizens of this wonderful state of flowing gold has something to do with my cheerfulness; if so, all right; and may a splendid share of the prosperity and happiness of the new year fall on the PERFUMER and all its readers.

Cosmetics Legislation Is "All Wrong"

Bouheur Company, Inc., Syracuse, N. Y., Leon L. Beckwith, president—In our opinion the business outlook for 1928 is still an unknown quantity. The past year has been the poorest for sales which we have experienced in six years and accordingly we cannot help but believe that the next year will show an improvement.

You ask regarding the effect of the present tendency toward mergers and combinations upon the industry. As our business is almost exclusively with barber and beauty supply dealers we really do not have any experience with mergers as they have not entered into this field. The same applies to chain stores.

Our view is that the proposed legislation governing cosmetics is all wrong and if these laws are passed within the meaning of any of the proposed forms we are afraid that many firms will be legislated out of business through no fault of their own. We do not believe that the American Medical Association has anything in common with perfumery and that the doctors know too little of the industry to propose legislation governing it.

Favors Proper Cosmetics Legislation

Lehn & Fink Products Co., Bloomfield, N. J., Edward Flaut, president—It is rather difficult to say now what conditions will be, but we feel that on account of the political situation there is to be quite an unsettlement for the first few months of 1928. Should the elections come out the way business wants them to come out, I think there will be an improvement.

In a general way, 1927 compares very satisfactorily with 1926. The actual results of our business are not available at the present time.

I am in favor of proper Federal legislation governing cosmetics. As a result of the Pure Foods and Drugs Act, there were decided benefits accruing to the wholesale and retail drug trade after its passage in 1906. It is our feeling that the proper kind of legislation would be just as beneficial to the cosmetic business as it was to the drug business at that time.

No Harm in Mergers, New Law Not Needed

Citizens' Wholesale Supply Co., Columbus, Ohio, S. J. Schwarzwald, chief chemist—We believe the outlook for sales in 1928 is exceptionally promising. Our 1927 business compared most favorably with that of 1926, showing a decided increase.

Our viewpoint on the effect of mergers and combinations is that it will give young businesses, and especially young men with brains and initiative, a better opportunity to get into the business.

A certain amount of deadwood is always carried through in mergers and combinations, and such organizations become less flexible, and are therefore unable to serve the changing public taste, of which the toiletries business largely consists, to as good advantage.

For this reason we are of the opinion that it gives opportunities to smaller enterprises with sound business judgment that otherwise might not exist.

We hold the same views with regard to chain store merchandising—that there is a tendency to become top-heavy when merged.

As to the proposed Federal legislation governing cosmetics, we see absolutely no valid reason for it. The only possible excuse for its proposal is to create high salaried offices—the public to pay!

Trade Levels on Pacific Coast

Western Wholesale Drug Co., Inc., Los Angeles, Calif., J. E. Sullivan, vice-president—As yet we have seen no particular tendency for better business, and are still going along on the level for the last six months. The condition of business in this territory during the last six months of 1927 brought the general average of business for the year down to about the same basis of 1926. In other words, there was little or no gain over the previous year.

In regard to the effect of mergers and combinations, would state that it is too early to decide just what effect this will have. While mergers and combinations undoubtedly bring about economies in operation, they also concentrate a power which may be used with either good or bad effect, and we have not as yet had demonstrated to us just how this power will be used.

In regard to chain store merchandising and manufacturing by chain store organizations, I believe that the manufacturing will never grow beyond a very small percentage of the whole, as the advertised lines made by the independent dealers will largely dominate the market. In reference to chain store merchandising, in my opinion the great weakness which has probably not shown to any considerable extent as yet, is the loss of prestige in a community which is probably due to distant ownership and the depending on hired managers to run the stores. This is undoubtedly the greatest problem the chain store management will have in the future.

Regarding proposed Federal legislation on cosmetics, would state that I have no decided opinion, although I believe that even in the absence of legislation of any kind, the public has not been greatly hurt in the past, and probably will not be greatly injured in the future, even in the absence of legislation on the subject. At the same time, I believe that all reputable manufacturers today use all possible safeguards to accomplish all that is desired, and for that reason the reputable manufacturers have little to fear, although in many cases we know Federal regulations to be a great nuisance without curing the evil for which it was intended to regulate.

Sales Outlook Good for 1928

Henry Tellow Company, Philadelphia, Pa., Henry Tellow.

1. The outlook for sales in 1928 is good.
2. 1927 compared very favorably with 1926.
3. I don't know; I doubt if any one knows. Those tendencies are of course contagious and about the only effect of merger and combination that can be predicted with any degree of assurance is that in the immediate future at least there will be more and more of them.
4. Chain store merchandising, whether you like it or not appears to be economically sound. At any rate it flourishes. Naturally I don't believe in manufacturing by chain store organizations.
5. I don't think Federal legislation will do any one any good, although I think it might. What benefits exactly have the people received under the Pure Food and Drug Act of 1906? If it can be proved that they have enjoyed any at all, then I am prepared to be convinced that they might benefit by a cosmetics law.

Gained 40 Per Cent; Outlook Good

C. I. Togstad Company, Kokomo, Ind., C. I. Togstad, president—Regarding our views as to the 1928 outlook, would say that we feel that they are most promising.

In 1927 we enjoyed an increase of approximately 40 per cent in our business, and we expect to do as well or better in 1928.

Good Outlook in Direct Selling Field

American Products Co., Cincinnati, Ohio, C. M. Mills, secretary and treasurer—As agricultural conditions are looking better than they have looked for the last four or five years, we naturally expect considerable increase in the sale of Zanol products. Statistical information shows that the sales of the large mail order houses have increased considerably during the past six months and on account of improved agricultural conditions there is no reason why this increase should not be continued. As our products are all sold direct to the homes in small towns and rural communities we naturally will expect a continued large volume of business during the next six months. As Zanol products are sold in every state in the country we are not very easily affected by any local conditions and as crops have been very large during the past year and the farmer and small town purchaser will benefit by this prosperity, we have every reason to believe that we will have a considerable increase in our volume during the coming year.

We are very optimistic on conditions in the direct selling field and certainly hope that our expectations will be fulfilled.

Most Prosperous Year Ahead for Perfumes

A. A. Vantine & Co., Inc., New York City, J. I. Poses, general manager—The outlook for 1928 for the perfume and cosmetic trade in general and Vantine's in particular, is unusually good. We sincerely believe that the coming year will be the most prosperous in the history of A. A. Vantine & Co., Inc. We have a complete new line of toilet goods; a splendid sales promotion and advertising campaign; and an aggressive sales force who will be on the job during 1928 to realize our hopes.

The past year has been kind to us, leaving a 32 per cent increase over 1926.

The present tendency towards mergers and combinations in the industry as a whole, we believe, will have little effect. It would seem that it would tend to wipe out the less known and inefficient houses and to trench those concerns who have a quality product with sound merchandising policies.

It is our belief that the only way to combat chain store manufacturing is by more intensive advertising, creating such strong consumer demand that it would be difficult for chain stores to substitute sales, and force them to carry legitimate brands.

The proposed Federal legislation governing cosmetics will probably die a natural death and shouldn't warrant any serious discussion.

Good Effects from Merger Tendency

Lockwood Brackett Co., Boston, Mass., H. S. Bothfield, vice-president—The old year was characterized by satisfactory volume but very high costs of materials in our line. The New Year will find retail and jobbing trade largely with short stocks and a market situation much improved to care for their needs.

Unusually active buying for manufacturing uses at the end of the year indicates a conviction of increased general sales activity for the coming season. Changing conditions and sustained high distribution and production costs lead to mergers effecting economies. Such consolidations in the course of business economics have made for soundness, increased efficiency and purchasing power, as well as an inter-related effect for good on sales volume.

Those connected with the olive oil industry anticipate a year of increased growth in volume and improved efficient operation.

Future Bright, No Menace in Mergers

Martha Matilda Harper, Inc., Rochester, N. Y., Robert A. MacBain, vice-president—It is a pleasure I assure you to express again at this time my strongest faith, which is shared by every officer of our firm, that the year we are just entering will be one of the best in our history. We sincerely hope also that all our contemporaries feel this same assurance. We see no difficulties arising on the economic horizon to make us feel that we need to provide for rough weather.

Each year for a number of years I have reported to you practically the same thing, and I am happy to reiterate largely what I have said previously. The year just closing has been our best year, and please remember we are entering upon our fortieth milestone.

We are delighted to see so many of our friends uniting and forming combinations. Such combinations we believe will stabilize our business more than anything that could be done. Our feeling is that when financial houses and powerful interests are attracted to an industry, it is because that industry furnishes great opportunities. Moreover, by such combinations the quality of the business is sure to be improved.

We are not in the least alarmed in regard to the chain store idea taking such a tremendous hold on the public mind. In fact, we welcome it because our business is organized very much on similar lines. However, our 500 outlets specialize in only one thing. Therefore, we are not a menace in the sense that many people think of the chain stores.

We are not excited over the possibilities of Federal legislation. We are not unmindful though that such legislation may be improperly conceived and quite unnecessary at the present time. We are believers in good laws and try to abide by them. If Federal legislation will correct the evils, if there are any in our line, we say let's have it.

Larger Sales, but Possibly Less Profit in Flavors

Joseph Burnett Company, Boston, Mass., George H. Burnett, treasurer—We feel that the sales in 1928 will exceed those in 1929, although the volume of profit may not be as great. We are looking for higher prices as regards vanilla beans before the end of the year, because the vanilla bean growing industry is now operating at less than profit, at which no business can continue. This natural economic reason will cause higher prices during the coming year and in 1929, although of course, there may be temporary reductions due to speculative tendencies.

As far as flavoring extracts are concerned, we believe that more work must be done to educate the consumer as to the proper method of using flavoring extracts, and in the way of finding new uses. Some work has already been done along these lines, not only by the Flavoring Extract Manufacturers Association, but by individuals as well. Greater volume to consumers will mean a much happier condition to the manufacturer, who is now operating in a somewhat narrowing market.

Sees Growth of Chain Store Distribution

Wellman & Wellman, Inc., Portland, Me., B. E. Wellman, president—I believe the sales for 1928 will be good. The sales for 1927 were up to our expectations.

My thought is, that a very large per cent of the products manufactured, in the near future will be sold by chain stores, or direct from the manufacturer to the consumer.

Federal legislation governing cosmetics I do not think is necessary.

Bright Outlook for Established Lines

C. W. Beggs, Sons & Co., Chicago, Ill., P. L. Blazer, president—I frankly believe that the sales of 1928 of the established lines will show a decided increase; and the lines that have just been on the market for the past few years will suffer considerably. Our 1927 business has exceeded our 1926 by quite a volume.

I am not receptive to the mergers and combinations in the industry, and the few people with whom I have discussed this seem to think the merchandise is all the same in contents but different packaging. Naturally this is bad for any industry.

Concerning chain store merchandising: I really believe that this is going to be the merchandising method of the future; whether or not the chain is operated by one organization, and under one trade name, or whether or not it is a syndicate proposition buying through one head, the fact remains that if they can not secure any reductions they can exert enough pressure to bring about advertising in their own localities. On the other hand they offer business which can not be overlooked by any manufacturer.

Concerning my views on Federal legislation governing cosmetics: It is pretty hard for the average layman to run a government, though most of them think they are more capable of doing it than our law makers.

Politics Not Likely to Disturb Business

F. W. Fitch Co., Des Moines, Ia., J. J. Kirby, secretary.—We are pleased to inform you that our sales for the year 1927 showed a 15 per cent increase over those of the year 1926. We contemplate no change in our endeavors for the year 1928, but expect to maintain the same general persistency which has marked our efforts for the last quarter of a century or more.

Prospects for the New Year seem exceptionally bright. We are in no way discouraged by the possible disturbances which might accompany the presidential campaign. People now appear to be giving more attention to business than to politics and our impression is that business will this year receive the first consideration.

Each Year Shows a Large Increase

Albany Laboratories, Inc., Albany, N. Y., H. T. McAllister, president—We have hesitated to give our views of the business outlook, for 1928, because our manufacture of various perfumes and flavoring extracts is only a small part of our business, and whatever we might say regarding our business would have very little to do with that particular branch.

However, the remarks which we made a year ago exceeded our expectations, and for 1928, we would only repeat what we said at that time, which was to the effect that each year has shown a large increase in our business, and that we expect the coming year to exceed any past year by a large margin.

Stocks Too Big for Public to Absorb?

Solon Palmer, Perfumer, New York—The business of 1927 was fairly satisfactory but has felt the extreme efforts made by the combined interests of the many formerly separate lines. It has been intimated that these efforts are to continue which means an unreasonable overstock, which is impossible to be absorbed by the public. Let us hope that this coming year will be a satisfactory one for the independent manufacturers and not overwhelmed by the combined interests and the prejudice of the foreign labeled goods that are made in the U. S. A., misleading the public in regard to the source.

Chain Store Merchandising a Curse

A. J. Krank Manufacturing Co., St. Paul, Minn.—We feel that the outlook for sales during the year 1928 is very favorable. The 1927 business compared very good with that of 1926.

It is our opinion that the effect of the present tendency toward mergers and combinations will be the elimination of the smaller manufacturer and the stifling of beginners as well as an ultimate setback for society and business.

Our opinion regarding chain store merchandising is that it is a curse to the country and if continued will result in the elimination of the middle class.

We believe that Federal legislation without ulterior motives could prove a benefit.

Grasping the Growing Beauty Demand

Abner Royce Company, Cleveland, Ohio, W. H. Hyde, president.—What I know about 1928 is only four days long. Truly, I would not venture an opinion as to what the year is going to bring forth.

But this much, I feel very confident women are not going to economize on the use of face powder, rouge, lip sticks, or anything that leads to instantaneous beauty. They are all just as fond of good perfumes as ever, and if there is any reason why manufacturers in our line who keep up-to-date, hustle and advertise, should fail to get business, I know not what it is.

New Building Proof of Faith in Future

E. L. Patch Company, Boston, Mass., G. V. Hutchins, secretary and purchasing agent.—So far as we are concerned, we are going ahead and we anticipate a better year in 1928 even than in 1927. As we see the situation from our angle, business is going to be good. In support of this view, we are enclosing you two copies of our house organ which show the new building just completed, also a cut of our present plant. We would not have gone ahead in this enterprise unless we had believed that business was going to be as good, if not better than in 1927.

Healthy and Steady Business Increase

Thurston-Helme, Inc., New York City, J. B. Helme, president.—We do not feel in a position at the present time to give our opinion about the outlook for 1928, as this is our second year of operation.

We feel, however, that our business to date has shown a healthy and steady increase, and as far as we are concerned it looks as though it would be very good in this coming year.

Era of Exceptionally Good Trade Ahead

Beaver-Remmers-Graham Co., Dayton, Ohio, R. T. Kline.—The prospects from here look to be very bright for exceptionally good business for 1928.

Our new factory has been entirely completed and we are looking forward to a continuous era of good business extending over 1928.

Prefers to Read Opinions of Others

The Dill Company, Norristown, Pa., E. L. Brendlinger, vice-president.—We appreciate the fact that you consider us as worthy of giving an opinion as to the development in the flavoring extract field during 1927 and the prospects for 1928.

The writer feels that these opinions are certainly worth reading and considering but he would rather read them than write one and would appreciate your excusing him from doing the same.

On Eve of Era of Intense Competition

Parke, Davis & Co., Detroit, Mich., Frank G. Ebner, manager of the Department of Druggists' Advertising.—I do not think that 1928 is going to be a walk-away for anybody. Every manufacturer is going to face a competitive era unparalleled in world history.

If you do not believe it, take a look at the consumer's dollar and see how it is being divided up today. These figures are based on a survey made in seven large centers of distribution throughout the United States:

The Consumer's Dollar

Food products28
Clothing of all kinds25
Automotive products11
Furniture and housefurnishings10
Building materials05
Drugs and toilet articles035
Hardware and implements02
Jewelry and silverware017
Cigarettes, cigars and tobacco016
Radio and musical instruments015
Office equipment014
Miscellaneous093

\$1.00

It will be seen from these figures that competition for the consumer's dollar is more intensive than it has ever been. All of which means that the selling and advertising methods of yesterday will not get very far during 1928.

Manufacturers of staples can learn something from what has been accomplished in the automotive field. Production has reached a high state of efficiency. Labor saving machinery and mass production on a limited number of models have cut costs to the bone. And, as a result, consumers will be able to buy during 1928 a better car for considerably less money.

Manufacturers are not going to win the 1928 market by ordinary selling and advertising methods. Those manufacturers who are going to wind up the year with a satisfactory earning are going to do it by a high order of salesmanship and advertising.

As far as the pharmaceutical industry is concerned, we can't overlook the fact that the business itself is undergoing a great change. Physicians are dropping the therapeutic agents of yesterday. Biologicals, glandular and vitamin preparations, ampoules—products of this type are increasing in popularity with the modern medical practitioner. And that manufacturer of medicinal products who wants to keep in the lead must necessarily adapt his business in accordance with the new order of things. If he doesn't—well, he'll have to relinquish his leadership and be content to watch the parade go by!

Cosmetics Are Essentials

Oxzyz Co., New York, Richard E. La Barre, president.—We believe the present year will be our best year because wholesome cosmetics are more and more being regarded as essentials rather than mere luxuries.

As to legislation, we endorse fully the views of Dr. Curt P. Wimmer, Dean of the College of Pharmacy of Columbia University, which were completely covered in the December number of your issue.

The trade is fortunate in having so keen a sentinel as THE AMERICAN PERFUMER on guard and on the firing line at all times.

Expects Improvement in Coming Year

Jack Beverages, Brooklyn, N. Y., F. M. Boyles, president—These observations are confined exclusively to the bulk extract business; that is to say, to the larger users of extract, such as the bakers, confectioners and bottlers of carbonated beverages.

1927 was far from satisfactory both from the volume of sales and variety of flavors consumed. The unusual situation was more noticeable during the last eight months of the year and undoubtedly was due to the unseasonable weather that prevailed during most of the year. The cool summer of 1927 following upon a none too warm summer of 1926 resulted in an accumulation of stocks in the hands of the large users, particularly the bottlers of carbonated beverages with the result that many of them have not consumed flavors purchased in the latter part of 1926 and early in 1927.

The last coal strike in Pennsylvania resulted in a very large curtailment of demand in this state, which is one of the largest consumers of carbonated beverages.

The general easing off in business which occurred during the last of 1927 did not count for more than a small fraction of the slacking in the flavoring extract trade.

1928 has started with considerable promise and while it may very well be that "the wish is father to the thought" it is generally assumed that the summer of 1928 will be a very hot one. Many of our long distance prognosticators have gone so far as to predict that 1928 will see the hottest summer for a great number of years and that the summer of 1929 will be the hottest within the recollection of the present generation. At any rate the law of averages would seem to indicate that we will have more seasonable weather in 1928.

Even if this prediction should not hold, 1928 will show a greater return than 1927 and with seasonable weather a very gratifying business will undoubtedly result.

There has been some unnecessary cutting of prices in the recent past, some of which is attributed to the decreased cost on account of reduction in alcohol tax; but as the saving on this item is such a trifle in most cases it is desperation for business.

The new regulations governing the use of alcohol under the Prohibition Act have been materially improved so far as our industry is concerned due to the vigilance and the far-sightedness of the able attorney of the Flavoring Extract Manufacturers Association, Mr. Thomas J. Hickey.

Sees Industry Changing and Improving

Armand Co., Des Moines, Iowa, W. H. Wiseman, advertising director—In these columns a year ago, we predicted some changes in the toilet goods field—a few dropping out—and not many successful additions to the already crowded field. Combinations and consolidations have taken the place of what might otherwise have been failures. The average wholesaler or retailer, today, if he speaks truly, will say that it takes few if any more digits than those found on one hand to include the American toilet goods houses who give him the bulk of his trade and profits. The tendency of women, we believe, is toward selection of goods of known and proven quality, and we believe the year has been less profitable than usual to the extravagant advertiser. It is clear that Americans want quality and are willing to pay for it. Their confidence in American quality is increasing, and will continue to increase, first because Americans are today making the world's best toilet goods, and second, the vast company of Americans who visit London and Paris and find European

approval of our goods, spread an increasing confidence in these goods at home. It establishes confidence in American toilet goods when American women find these goods approved abroad and sold and used in increasing quantities.

Fortunately for those who make good toilet articles and sell them honestly, American women become more discriminating each year. And we are still of the opinion that quality backed by sound aggressive merchandising will win increases for American manufacturers. Armand has set a definite increase in volume for 1928 and the officials of the company do not doubt it will be made. Adequate advertising, truthfully done, will prevail. An encouraging sign of the times is that the larger outlets show a decided trend toward established quality lines. Good buyers have discovered that profit lies in repeat business. It is difficult to put across goods of unknown quality today. The big buyers are also insisting that the toilet goods department can and should show its own profit. There is sure to be some "foot-balling," but most toilet goods buyers today prefer to build. These are hopeful signs.

Banner Year for Entire Industry

Reich-Ash Corporation, New York, N. Y., Sidney B. Ash, president—We believe that 1928 will be a banner year for the Reich-Ash Corporation and for the entire industry. The year just closed marked our largest volume of business which is now on a world-wide scale, and every indication points to an even further advance in the coming twelve months.

One of the tendencies in business which manufacturers would do well to consider is the growing tendency of consolidation of large stores. Careful consideration should be given to the prediction of Edward Filene, the great merchant of Boston, who believes that there is coming about a consolidation of over 100 leading department stores into a single body doing a business of over one billion dollars per year. This presents a problem for the serious consideration of manufacturers. With the control of retail channels centered into relatively few hands, manufacturers will be to a certain extent at the mercy of very few men. While we have not yet come to this point it is something to anticipate and prepare for. We have made a specialty of selling to eight and ten departments in one department store; others in the trade probably sell to at least one so that the problem affects all of us.

From all parts of our organization in all sections of the country reports for the first half of January, 1928, indicate that we have done as much business in the first two weeks of this year as we did in the entire month of January, 1927. With our program of expansion we have every reason to believe that this will continue.

Why Is This?

An intelligent man will drive a big touring car through the crowded streets of a busy city and still keep one eye on a pretty girl 'way over on the sidewalk, and, with but one eye working, he will escape a collision; but when this man drives his car out in the wide, open country, he sometimes fails to see a locomotive as big as a schoolhouse—a tremendous engine thundering along, blowing its whistle and ringing its bell. Out where there is nothing to distract him, he may fail to see or hear an engine that is hauling ten flat-wheel flat-cars, twenty stock cars loaded with squealing pigs, and twenty more grinding, squeaking gondolas filled with soft coal.

Now, why is this? asks *Silent Partner*.

Complete Text of Copeland Cosmetics Bill

SENATOR COPELAND on January 4 introduced in the United States Senate his bill for the purpose of regulating the cosmetics industry. It was read twice and referred to the Committee on Interstate Commerce.

The full text of the bill is as follows:

S. 2035—By Mr. Copeland—A bill to regulate the distribution and sale in interstate commerce of certain toilet articles.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,
That this Act may be cited as the National Cosmetics Act.

Definitions

Sec. 2. As used in this Act, unless the context otherwise requires—

(a) The term "toilet article" means any substance, preparation, article, or compound for toilet use, suitable for external application for the purpose of beautifying, embellishing, cleansing, perfuming, or conditioning the hair, scalp, eyes, nails, or the skin of the face, ears, neck, bust, arms, or hands of the human body.

(b) The term "interstate or foreign commerce" means commerce between any State, Territory, or possession, or the District of Columbia, and any place outside thereof; or between points within the same State, Territory, or possession, or the District of Columbia, but through any place outside thereof; or within any Territory, or possession, or the District of Columbia.

Adulterated or Misbranded Toilet Articles

Sec. 3. (a) For the purposes of this Act a toilet article shall be deemed adulterated if it contains arsenic; lead salts; paraphenylene-diamine; paratolulene-diamine; paraphenyldiamine; mercury, and all compounds of mercury, except calomel; or phenol in excess of 10 per cent by weight in a fatty or other solid or semisolid base, or in excess of 3 per cent by weight in any solution.

(b) For the purposes of this Act a toilet article shall be deemed misbranded unless the article itself or the retail container thereof shall have placed upon it a conspicuous, easily legible label or brand bearing the name and place of business of the manufacturer, packer, seller, or distributor.

Criminal Provisions and Penalties

Sec. 4. (a) It shall be unlawful for any person to ship or deliver for shipment or receive from shipment in interstate or foreign commerce any adulterated or misbranded toilet article, or to manufacture in any Territory, or possession, or in the District of Columbia any adulterated toilet article, or to sell or otherwise dispose of or offer for sale or other disposition in any Territory, or possession, or in the District of Columbia any adulterated or misbranded toilet article.

(b) It shall be unlawful for any person to alter, mutilate, destroy, obliterate, or remove any label or brand placed on any toilet article in accordance with the requirements of this Act, if such article is being—

- (1) Shipped in interstate or foreign commerce; or
- (2) Held for sale or other disposition after being so shipped; or
- (3) Held for sale or other disposition in any Territory or possession or in the District of Columbia.

(c) Any person violating any provision of this section shall, upon conviction thereof, be punished by a fine of not more than \$200 for the first offense, and upon conviction for each subsequent offense not exceeding \$300 or by imprisonment for not more than one year, or both, in the discretion of the court.

(d) The foregoing provisions of this section shall not apply—

(1) To any regularly established common carrier shipping or delivering for shipment or receiving from shipment any such toilet article in the ordinary course of its business as a common carrier.

(2) To any person in respect of any such toilet article shipped or delivered for shipment or received from shipment, for export to any foreign country, manufactured or prepared and labeled or branded in accordance with the specifications of a foreign purchaser and in accordance with the laws of the foreign country.

(3) To any dealer if he can establish a guaranty signed by the wholesaler, jobber, manufacturer, or other party residing in the United States, from whom he purchases the toilet article, to the effect that such article is not adulterated or misbranded within the meaning of this Act. This guaranty, to afford protection, shall contain the name and address of the party or parties making the sale of such article to such dealer, and in such case such party or parties shall be amenable to the prosecutions, fines, and other penalties which would attach, in due course, to the dealer under the provisions of this Act.

(4) To any person in respect of any toilet article prepared in conformity with the prescription of a physician duly licensed to practice medicine and actively engaged in the practice of his profession and sold for use by the person to whom the prescription was issued.

Libel for Condemnation Proceedings

Sec. 5. (a) Any misbranded or adulterated toilet article shall be liable to be proceeded against in the district court of the United States for any judicial district in which the article is found and to be seized for confiscation by a process of libel for condemnation, if it is being—

- (1) Shipped in interstate or foreign commerce, or
- (2) Held for sale or other disposition after having been so shipped, or
- (3) Held for sale or other disposition in any Territory or possession or in the District of Columbia.

(b) If such article is condemned by the court as adulterated or misbranded within the meaning of this Act, it shall be disposed of, in the discretion of the court—

- (1) By destruction.
- (2) By sale, if the article may be reconditioned or labeled or branded to comply with all requirements of this Act. The proceeds of the sale, less legal costs and charges, shall be paid into the Treasury as miscellaneous receipts. Such toilet articles shall not be sold in any jurisdiction contrary to the provisions of this Act or the laws of such jurisdiction, and the court may require the purchaser at any such sale to label or brand such substance in compliance with the provisions of this Act before the delivery thereof.
- (3) By delivery to the owner thereof upon payment of

legal costs and charges and execution and delivery of a good and sufficient bond to the effect that such article will not be sold or otherwise disposed of in any jurisdiction contrary to the provisions of this Act or the laws of such jurisdiction.

(c) Proceedings in such libel cases shall conform, as nearly as may be, to suits in rem in admiralty, except that either party may demand trial by jury on any issue of fact if the value in controversy exceeds \$20, and facts so tried shall not be reexamined otherwise than in accordance with the rules of common law. All such proceedings shall be at the suit and in the name of the United States.

Exclusion of Imports of Toilet Goods Not Conforming to Provisions of This Act

Sec. 6. (a) Whenever in the case of any toilet article being offered for importation the Secretary of Agriculture has reason to believe that such article is being shipped in interstate or foreign commerce in violation of the provisions of this Act, he shall give due notice and opportunity for hearing thereon to the owner or consignee and certify such fact to the Secretary of the Treasury, who shall thereupon (1) refuse admission and delivery to the consignee of such article, or (2) deliver such article to the consignee pending examination, hearing, and decision in the matter, on the execution of a penal bond to the amount of the full invoice value of such article, together with the duty thereon, if any, and to the effect that on refusal to return such article for any cause to the Secretary of the Treasury when demanded, for the purpose of excluding it from the country or for any other purpose, the consignee shall forfeit the full amount of the bond.

(b) If, after proceeding in accordance with subdivision (a), the Secretary of Agriculture is satisfied that such article being offered for importation was shipped in interstate or foreign commerce in violation of any provision of this Act, he shall certify the fact to the Secretary of the Treasury, who shall thereupon notify the owner or consignee and cause the sale or other disposition of such article refused admission and delivery or entered under bond, unless it is exported by the owner or consignee, or, if possible, reconditioned and labeled or branded by him as to conform to all the provisions of this Act within three months from the date of such notice, under such regulations as the Secretary of the Treasury may prescribe. All charges for storage, cartage, or labor on any such article refused admission or delivery or entered upon bond shall be paid by the owner or consignee. In default of such payment such charges shall constitute a lien against any future importations made by such owner or consignee.

Institution of Libel for Condemnation and Criminal Proceedings

Sec. 7. It shall be the duty of each United States district attorney to whom the Secretary of Agriculture shall report any violation of section 4 of this Act, or to whom any health, medical, or drug officer or agent of any State, Territory, or possession, or of the District of Columbia, presents satisfactory evidence of any such violation, to cause libel for condemnation and criminal proceedings under sections 4 and 5 to be commenced and prosecuted in the proper courts of the United States, without delay, for the enforcement of the condemnation and penalties provided in such sections.

Enforcement of Act

Sec. 8. (a) Except as otherwise specifically provided

in this Act, the Secretary of Agriculture shall enforce its provisions.

(b) For enforcing the provisions of sections 4, 5, and 6, the Secretary of Agriculture may cause analyses, and tests to be made and samples to be collected, of any toilet articles. The Department of Agriculture shall pay to the person entitled, upon his request, the reasonable market value of any such sample taken. If it appears that such person has violated the provisions of section 4, the Secretary of Agriculture shall cause notice thereof to be given to any person who may be liable for any violation under section 4 in respect of such article. Any person so notified shall be given an opportunity to be heard under regulations prescribed by the Secretary of Agriculture. If it appears that such person has violated the provisions of section 4, the Secretary of Agriculture shall at once certify the facts to the proper United States district attorney, with a copy of the results of the inspection, analysis, or test, duly authenticated under oath by the person making such inspection, analysis, or test.

Separability Clause

Sec. 9. If any provision of this Act is declared unconstitutional, or the application thereof to any person or circumstance is held invalid, the constitutionality of the remainder of the Act and the applicability thereof to other persons and circumstances shall not be affected thereby.

Time of Taking Effect

Sec. 10. This Act shall take effect upon its passage; but no penalty or condemnation shall be enforced for any violation of the Act occurring within six months after its passage.

Application to Existing Law

Sec. 11. The provisions of this Act shall be held to be in addition to and not in substitution for the provisions of the Food and Drugs Act, approved June 30, 1906, as amended.

Senator Copeland Confers With Trade Members

On December 22 Senator Royal S. Copeland held a conference with members of the interested trade in his New York office regarding his cosmetics bill. Representatives of several of the trade associations were present as were about 15 representatives of the industries which would be affected by the measure.

Dr. Copeland stated at the outset and emphasized several times that no changes would be made in the draft of his measure which had not been taken up first with the representatives of the industry. He declined to consider any arguments bearing upon the necessity for cosmetic legislation, indicating that there would be ample opportunity for the presentation of such arguments at the hearing to be held later before the Interstate Commerce Committee of the Senate.

The Senator was advised during the conference by Dr. S. Dana Hubbard, Deputy Health Commissioner of New York City, who has been an active proponent of cosmetic legislation and was one of the committee of the Association of Dairy Food and Drug Officials which sponsored the so-called Model Cosmetics Bill last year.

Dr. Copeland stated that it was his intention to make the bill specific enough in its provisions to obviate the necessity for a large body of regulations for its enforcement. To this end he took up the bill by separate provisions and called for suggestions from the floor as to the inclusion or exclusion

(Continued on Following Page)

Analysis of the Copeland Cosmetics Bill

by Dr. Curt P. Wimmer

Under the imposing title of "The National Cosmetics Act," Senator Copeland introduced into the Senate a proposed bill, which in the course of routine was numbered S. 2035. It was read twice and referred to the Committee on Interstate Commerce.

This bill was "compounded" at a hearing called by the senator on December 22, 1927, and held in the senator's office. Representatives of associations of wholesale druggists, toilet preparation manufacturers, hair-dye manufacturers and others witnessed the compounding. They had little to say about what should go into the bill and what should not go into it. They were told to bring their opposition before the Interstate Commerce Committee. So, the conference was a somewhat one-sided affair, that of the proponents—the others were permitted to be witnesses only.

On the whole, this bill is considerably less radical and all-embracing than the A. M. A. proposition is. Apparently, the proponents of anti-cosmetics legislation finding that they cannot get the entire industry into their grasp, are willing to take less. But, they must have some sort of a law—whether necessary or not, but a law it must be. Let us see what this latest proposed bill contemplates.

The definition of (Sect. 2 a) for "toilet article" reads, as follows: "The term 'toilet article' means any substance, preparation, article or compound for toilet use, suitable for external application for the purpose of beautifying, embellishing, cleansing, perfuming, or conditioning the hair, scalp, eyes, nails, or the skin of the face, ears, neck, bust, arms, or hands of the human body."

This definition is taken almost verbatim from the bills proposed last spring by various state chemists in the New England states, where they were defeated in every instance. The use of this definition shows that the same gentlemen who were responsible for the anti-cosmetics bill last year, are now advising Dr. Copeland. This definition was never mentioned at the hearing, and was, no doubt, inserted later on. Under this definition such articles as hairbrushes, safety razors and hair ribbons, etc., come within the scope of this law, for no one can deny that such articles either condition, or cleanse, or embellish the skin or hair, as the case may be. Perfumes and soaps are also included. The proponents of the bill claim that it is not their intention to have the bill enforced against such articles. This disclaimer alone reveals an inherent weakness in their efforts. If their bill is not to be enforced against all of the preparations and articles which its definitions cover, the bill should not be permitted to be passed. If the Copeland bill did not contain anything else objectionable besides this definition, it should be defeated on account of it alone.

As to the substances mentioned in the bill which, when present in a toilet article, make it an "adulterated" and therefore prohibited one, we find but few. They are: Arsenic; lead salts; paraphenylenediamine; paratolulenediamine (?); paraphenylenediamine (?); mercury, and all compounds of mercury, except calomel; or phenol in excess of 10 per cent by weight in a fatty, or other solid or semi-solid base, or in excess of three per cent by weight in any solution.

The writer has placed question marks after the names of two of the substances mentioned in the bill. The first one is plainly mis-spelled,—what the other one is supposed to be, no one can tell. It looks as if that much maligned paraphenylenediamine was to be mentioned again, but the bill

writer became tired of his job. Can it be possible that the eminent doctors did not know the correct spelling of the substances the use of which they want to prohibit? Perish the thought!

It is hardly necessary at this time to reiterate the position which the writer of this article takes in respect to the prohibition of the use of lead salts in dilute solution for external purposes; to the use of paraphenylenediamine in hair-dyes; to the use of mercury compounds such as oleopalmitate, etc., externally. His position has been fully stated on many previous occasions. At the present time, an extensive investigation is in progress and exact statistics are being prepared. They will be presented, as Dr. Copeland requested smilingly, at the proper time before the Interstate Commerce Committee.

The bill does not exempt as did previous bills U. S. P. and N. F. preparations which fact imposes upon pharmacists additional restrictions and burdens. Many simple household remedies, such as lead plaster, mother salve, blue ointment, etc., could only be obtainable upon a physician's prescription under the terms of the bill, nor could such preparations be shipped from one state to another. There is no question that whatever Federal bill is enacted, if any, such bill will be accepted by many states as their law, and from this angle the effort to pass anti-toilet article laws must always be considered.

In conclusion, the writer wishes to make clear his position in the controversy. He has no personal interest whatever in the matter. He does neither manufacture nor use cosmetics (in the popular sense). He has devoted years of his best efforts in advising manufacturers to use only absolutely harmless ingredients in their products. Hundreds of students who have had instruction from him can, and will if necessary, testify that they have been duly warned of possible injury following the use of injurious substances. It is the writer's position that the toilet preparations of today are very much better and very much more harmless than they were twenty years ago, and that there is no public necessity at the present time for prohibitory laws.

Copeland Confers with Trade

(Continued from Preceding Page)

of various ingredients and raw materials. It was decided to limit the provision regarding coal tar dyes to paraphenylenediamine and naphthalene-amine. The clause regarding preparations was also amended to include all compounds of mercury excepting calomel.

At the conclusion of the meeting a committee was appointed as a Trade Advisory Committee to Dr. Copeland in all matters affecting this bill. Dr. Copeland then announced that it was his intention to introduce the measure the first week in January and to ask for hearings some time in February.

The members of the committee are as follows:

Walter D. Wile, of the Mary Goldman Co., 27 William street, New York City.

W. L. Crounse, American Manufacturers of Toilet Articles, 613 15th street, Washington, D. C.

S. W. Pegg, of Wm. R. Warner & Co., 113 West 18th street, New York City.

Walter Alwyn-Schmidt, American Master Hairdressers Association, 81 West 172nd street, New York City.

Carroll Dunham Smith, Carroll D. Smith Pharmacal Co., 323 East 34th street, New York City.

Charles Reichman, Paragon Distributing Corporation, 8 West 32nd street, New York City.

Alcohol Production Restriction in Effect

Several Amendments Made to Regulations No. 3

Procedure at Permit Hearings Affected

Big Diversion Case Scrutinized

WASHINGTON, D. C., January 15.—Alcohol production during the first six months of 1928 will be limited to 34,000,000 gallons, or to 40 per cent of the total output for the year which has been fixed at 85,000,000 gallons. The 40 per cent is applicable to the annual quotas allotted to individual producers and where stocks carried over from 1927 exceed 10 per cent, the amount in excess of 10 per cent must be deducted from his allotment.

In determining the quantity carried forward all ethyl alcohol must be included. The producers were required to furnish by January 10 reports covering all alcohol and denatured alcohol held in denaturing plants and bonded storerooms and also a sworn statement showing all denatured alcohol not held in a bonded denaturing plant or storeroom, but owned, possessed or controlled elsewhere.

Several amendments to Regulations 3 have been issued by the Bureau of Prohibition. Of principal importance is an amendment which empowers the prohibition administrator to suspend entirely withdrawals of alcohol or denatured alcohol by a permittee cited for revocation of permit. Another amendment provides that an administrator may direct the amendment of the permit of a manufacturer of rubbing alcohol by decreasing the quantity withdrawn to the amount required for the manufacture of products for sales which have been confirmed.

Text of Important Amendments

The text of the amendments to Regulations 3, as announced in T. D. 19, follows:

The tenth paragraph of Article 112, being the fifth paragraph on page 113, of Regulations 3, is amended to read as follows:

"Formulae and samples of all preparations in which specially denatured alcohol is proposed to be used, other than those mentioned in the preceding paragraph, will be referred to the commissioner for decision. The formulae and samples should be submitted in duplicate by the applicant direct to the commissioner for analysis. After examination, one set of samples and formulae will be retained by the commissioner and the other set of samples and formulae will be sent to the administrator for the district from which they were received where they will be held in the branch chemical laboratory of that district for future reference. In any district where a branch laboratory has not been established, the samples and formulae will be forwarded by the commissioner direct to the laboratory ordinarily performing chemical work for such district. Where the applicant proposes to use mixtures of oils and ingredients which he procures from some other person, the composition of which is unknown to him, duplicate one ounce samples of the ingredients or compound must be submitted with the samples of the finished product when required."

The ninth paragraph of Article 114, being the third paragraph on page 118, of Regulations 3 is hereby amended by adding at the end of said paragraph the following:

"At the conclusion of the hearing by the administrator on the order to show cause, he shall make such order as in his judgment is warranted by the law and facts either dismissing the proceedings or directing the amendment of the permit involved by decreasing the quantity authorized to be withdrawn to the amount required for the manufacture of products the sales of which were confirmed. An order reducing the quantity authorized to be withdrawn shall to that extent operate as an amendment of the permit."

The second paragraph of Article 122 of Regulations 3 is amended to read as follows:

"After a citation for revocation of permit has been issued withdrawals of alcohol or denatured alcohol by such permittee may, in the discretion of the administrator or commissioner who issued the citation, be suspended entirely, or restricted to the quantity which, together with the quantity then on hand, is necessary to carry on legitimate operations under such permit until the final order is made in the revocation proceedings by the commissioner or administrator before whom same is pending. After a final order revoking a permit has been made by the commissioner or an administrator and pending a review of such action by a court of equity, further withdrawals by such permittee will not be permitted and all operations under the permit so revoked will be suspended."

The Appendix to Regulations 3 is amended as follows:

"Authorization to use specially denatured alcohol Formula 3-A in connection with dyeing feathers or preparation of solution of aniline dyes for industrial purposes is hereby withdrawn. Specially denatured alcohol Formula 1 or 23-A may be used in lieu of specially denatured alcohol Formula 3-A for such purposes."

Watching an Alcohol Diversion Case

The Prohibition Bureau is waiting for expected developments in the Florida, Orange County, N. Y., alcohol diversion case which involves New York and Newark firms and in which 47 firms and individuals were indicted.

The indictment named the following corporations which hold alcohol withdrawal permits and their officers:

Dorle Pharmacal Corporation, 110 South 8th street, Brooklyn, and its general manager, Benjamin R. Slosberg; Madame Baum Mail Order House, 408 Berry street, Brooklyn, and its president, Samuel Zyttenfeld; United Perfumery Co., 450 Gates avenue, Brooklyn, and its proprietor, Amiello Sorrentino; Le Blume Import Co., 220 West 19th street, and its general manager, Irving Feinberg; Salvatore B. Rossi, barbers' supplies, 2,326 Hoffman street, the Bronx, and Rossi as an individual; Irvington Leather Co., 55 Commerce street, Newark, N. J., and its secretary, W. E. Stern, and the Miner-Edgar Alcohol Products Division, Blanchard street, Newark, N. J.

The following individuals and concerns were accused of falsifying their records to show the receipt of alcohol which went instead to the Florida plant:

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Revising Law on Raw Materials Imports

*Customs Authorities Scrutinizing Refund Claims
Wholesalers Will Confer on Distribution
Late News from Washington*

WASHINGTON, D. C., January 15.—Congress has been asked to put in the hands of American industry a means to combat the handicap imposed by arbitrary manipulation of foreign-controlled supplies of raw materials. Bills have been introduced by Senator Jones, of Washington, and Representative Newton of Minnesota, proposing an amendment of the Webb-Pomerene Export Trade Act to extend immunity from the anti-trust laws to associations formed for the sole purpose of importing raw materials certified by the Secretary of Commerce to be of a character not made or grown in substantial quantities in the United States or to be controlled by any foreign government, combination or monopoly.

The bills now before Congress refer specifically to crude rubber, potash and sisal but apply with equal force to other commodities which are now or may be placed in the same category in the future. Insofar as rubber is concerned, group buying has been operative for some time past through the agency of the General Rubber Company. This group has the Government's assurance that their operations do not run counter to existing law but there is no specific authority for this practice in the present statute as the Export Trade Act of 1918 applies only to associations formed for the purpose of engaging in export trade and it is understood that affirmative legislation now is desired to give the rubber buying combination and others which may be formed a definite legal standing.

The proposed legislation is endorsed by Secretary of Commerce Hoover, who sponsored similar legislation three years ago following the Commerce Department's investigation of the rubber situation, and Representative Newton states that the present bills are the result of the Department's investigation and the report submitted to Congress by Secretary Hoover. In the introduction of the bills at this time also is seen an indirect approach to farm relief as both sisal and potash are extensively used by the farmer.

Would Prevent Juggling of Prices

The bills declare that the formation of import associations and the conduct of import trade by such associations shall not be construed as illegal, provided such an association does not do any act which "artificially or intentionally" enhances prices in the United States. The bills provide further that no import trade association shall discriminate in the sale or refuse to sell its commodity to anyone desiring to buy it for use in manufacturing goods in this country, and no association will be allowed to accumulate unreasonable stocks of the commodity or withhold sale thereof for the purpose of artificially or intentionally enhancing prices.

The bills set forth that nothing in the anti-trust laws shall be construed to forbid acquisition or ownership by any corporation of the whole or any part of the capital stock of any corporation organized solely for the purpose of importing, unless this has the effect of restraining trade or substantially lessening competition within the United States.

An association would be accountable to the Federal Trade

Commission for violation of the law. The Commission would be charged with making recommendations for the readjustment of the association's business in such cases and to refer its findings and recommendations to the Attorney General for court action if not complied with by the association.

Closer Watch on Customs Drawbacks

Strict surveillance of the "drawback business" will be exercised this year by the Bureau of Customs. Ernest W. Camp, Commissioner of Customs, notes an increasing tendency to abuse the right of obtaining refunds of duties on imported materials.

"It is our belief," he said, "that this sort of practice is very limited. Most of the legitimate business plays fair and its records are reliable and there is no abuse of the drawback among that type of firms. But there are others who are taking advantage of the liberal construction of the law and regulations.

"The regulations are construed liberally for the purpose of aiding, not handicapping commerce. It can be seen, however, that if trickery is resorted to, a closer study must be made in a majority of cases. We have not gone to the point yet of considering revision of the regulations, and we hope we will not be compelled to do that, yet the law must be observed and we are charged with that duty.

Commissioner Camp announced that the Bureau will appeal to the U. S. Court of Customs from a decision of the U. S. Customs Court at New York upholding a protest against the present three-year limitation in the time for which goods may be held for processing to permit drawback. Commissioner Camp holds that the three-year limit is not unreasonable and that to permit unlimited retention of the merchandise subject to drawback rights would not be fair to the government.

The subcommittee of the House Ways and Means Committee of which Representative Bacharach, of New Jersey, is chairman, has commenced drafting its bill concerning customs administration and reform. Hearings came to a close during the first week in January. It is expected that the committee's bill will make provision for more effective protection against smuggling.

National Conference on Distribution

A national conference on wholesale distribution has been called by the U. S. Chamber of Commerce to meet in Washington February 14-15. The purpose is to consider conditions in wholesaling in the light of the changes brought about in the country's merchandising system in recent years by mass production, chain store growth, the mail order business, direct selling and other forces.

W. M. G. Howse, president of the John & Larimer Dry Goods Co., of Wichita, Kans., and president of the National Wholesale Dry Goods Association, will act as chairman of the conference. Mr. Howse is also the present chairman of the committee on domestic distribution of the U. S. Chamber. Commenting on the purposes of the conference, Mr. Howse said:

"There is uncertainty concerning the situation in the whole-

sale field at this time and there is even greater uncertainty as to what developments may be expected. It is evident that wholesaling in many lines is profoundly disturbed."

It is expected that following a discussion of wholesaling functions as performed today and how individual wholesalers are meeting the pressure of other methods of distribution that the conference will appoint committees to study wholesaling costs as a means for determining profitable trading areas, economic minimum of profitable orders, distribution costs of different lines and other factors which are essential to mapping out a program for the improvement of conditions in this branch of distribution.

Chemical Executives to Hold Conference

A conference of chemical executives, similar to that held in December, 1926, will assemble in Washington on February 16. The principal subject of discussion will be the development and inter-relation of the European chemical cartels and in order that the leading executives in the domestic industry may be intimately informed regarding the European situation, it is understood that P. J. Reagan, Assistant American commercial attache at Paris, and William P. Daugherty, American trade commissioner at Berlin, will come to Washington for the specific purpose of attending the conference and participating in the discussion. Other trade representatives of the government abroad who may be on leave in the United States at the time also will attend the meeting. The conference has been called at the suggestion of the Commerce Department's Chemical Advisory Committee which met here in December and several hundred representatives of the industry have been invited to attend. It is expected that Secretary of Commerce Hoover will address the gathering, following a dinner in the evening.

Dental Creams Led November Exports

Large shipments of dental creams featured November export trade in toiletries, which amounted in the aggregate to \$1,497,820, as compared to \$1,397,207 in the preceding month and \$1,297,185 a year ago. Exports of dental creams amounted to nearly 400,000 pounds, valued at \$355,000, against October exports of 229,000 pounds, valued at \$215,000, and shipments in November, 1926, of 233,000 pounds, valued at \$212,000.

A sharp drop in imports of perfume materials brought the November trade total for soaps and toilet preparations down to \$624,450 from \$810,780 in October, and \$741,787 in November last year. Free perfume materials imported during the month had a value of only \$59,512 as compared to \$140,243 in October, and imports of dutiable materials totaled \$117,637, against \$307,468.

Imports of perfumery and toilet waters rose to \$287,158 in November from \$213,931 in October but were exceeded by the November, 1926, imports of \$322,181.

Caustic Poison Act Now in Effect

The Caustic Poison Act and the regulations promulgated thereunder went into effect December 22 with the passage of the urgent deficiency appropriation bill providing \$23,000 for its enforcement during the remainder of the current fiscal year. Branch stations of the Food, Drug & Insecticide Administration have been instructed to make a survey in their districts of the products subject to the act and to initiate such action as may be necessary to see that all such products are labeled in accordance with its provisions. To this end the district inspectors will request the manufacturers to furnish them in confidence with their formulas and when

necessary will purchase samples on the open market for analysis.

New Rule of Trade Board

The Federal Trade Commission has adopted a new rule of practice providing (1) for the insertion in every order to cease and desist of the specific number of days in which the respondent must file a report in writing to show how he has complied with the order, and providing (2) for the reopening of cases within 90 days after disposition if the Commission so elects.

Soap Bark Siftings Decision Appealed

The Bureau of Customs has appealed to the U. S. Court of Customs Appeals from a decision of the U. S. Customs Court holding that soap bark siftings are free of duty as a crude vegetable substance under paragraph 1622 of the Tariff Act of 1922. The Bureau contends that the siftings are properly dutiable as waste at 10 per cent ad valorem under paragraph 1457.

Warning to Exporters to Cuba

Cuban custom houses are penalizing misdeclarations of origin of imported merchandise by confiscation and Frederick Todd, American commercial attache at Havana, advises shippers to use extreme care in the future, particularly with respect to collective shipments which may be mostly of U. S. origin but include a few re-exported items. American goods receive lower rates of duty than similar merchandise from other countries and a misdeclaration is regarded by the Cuban government as constituting a fraud.

Alcohol Diversion Case

(Continued from Page 637)

Fulton Drug Co., 45 Fulton street, Manhattan, and its manager, Lou E. Kalte; Davis C. Caplan, 412 West 110th street; Pacific Chemical Co., 68 Cliff street, and its proprietor, Sidney Cohen; Kay Trading Co., 1340 Broadway, and its proprietor, Gordon B. Hirsch; Romer Drug Co., 477 Broadway, and its subsidiary, La Madame de Paris, 89 Mercer street, and the officers of both concerns, Charles J. Romer, William J. Ferris and Lester A. Dedell.

Senator Edwards of New Jersey, has reintroduced his bill to prevent the use of poisonous materials in the denaturing of alcohol. The bill would prohibit the denaturing of any alcohol by admixture of materials rendering it destructive to human life if used as a beverage and would also make it unlawful for the Bureau of Prohibition to prescribe or require the use of any such materials.

Dry Agents Seize Toilet Water and Iodine

Dry agents seized 24 barrels of toilet water and five barrels of half-strength iodine recently at the Camden warehouses of the Baltimore and Ohio Railroad. The shipment, according to the office of the dry unit, was billed to the Latin Manufacturing Co. Similar shipments consigned to the same company were seized by the agents several weeks ago and Joseph Latin, manager, has petitioned the United States District Court for their return.

Prohibition enforcement headquarters stated that within the last four months agents have seized about 90 barrels of toilet water and nearly the same quantity of the iodine solution, the seizure being made, it was explained, to prevent possible redistilling of the liquids to extract alcohol for beverage purposes.

Aldehydes in Oil of Cassia

A Criticism of the Burgess Method and a Comparison with that of Schimmel

by Dr. Clemens Kleber

IN 1890 Schimmel & Co. devised the well-known method for the determination of cinnamic aldehyde in oil of cassia by combining this aldehyde with sodium bisulphite to a water-soluble compound and measuring the uncombined oil. This method was soon adopted by the general trade in all countries concerned.

In 1904 Burgess suggested a modification of this method by using neutral sodium sulphite and neutralizing the alkali which is split off in the reaction from time to time with dilute acetic acid. This avoids the initial formation of a solid compound which requires liquefaction by prolonged heating, and this apparent advantage has probably been the reason for adopting this method by the present United States Pharmacopoeia.

It became, however, soon noticeable that the results obtained by the two different methods were not very concordant. As cassia oil contains also various substances which are combinable with alkali, as acids, phenols, coumarin, etc., it might be supposed a priori that neutral sulphite which temporarily splits off alkali in the process would also dissolve these substances and thus lead to higher results. But actually it was found that neutral sulphite would regularly, especially with crude cassia oils, indicate 2 to 5 per cent lower aldehyde percentages than the bisulphite method. Moreover, it proved difficult to obtain strictly concordant results in parallel tests, differences of one or two per cent being quite frequent. This circumstance has often led to controversies, when different chemists found the aldehyde percentage partly somewhat above, partly below the guaranteed amount. It was also noticed that with neutral sulphite the uncombined oil was considerably darker and of thicker consistency, requiring a much longer time to form a clear layer, and that, furthermore, the aqueous liquid showed a much darker color than in experiments with bisulphite. It was with the intention of ascertaining the cause of these various phenomena that the following experiments were undertaken.

To about 100 cc. of a mixture of numerous commercial samples of cassia oil in which the bisulphite method indicated 78.5 and the neutral sulphite method 75.5 per cent, a 20 per cent solution of sodium sulphite was added and the mixture shaken. It almost immediately became strongly alkaline toward added phenolphthalein, whereupon this reaction was, as long as it returned, removed by the gradual addition of bisulphite solution. A thick emulsion resulted, which, even when a return of the red coloration was no longer noticeable, refused to break into separate layers, until some more bisulphite had been added. Even then the aqueous layer which was inert towards phenolphthalein showed a slight alkaline reaction towards litmus. It was of brown color and became quite cloudy on dilution with water, gradually depositing some dark sticky mass on the walls of the container. The non-aldehydic layer became

perfectly clear after somewhat prolonged standing, forming a rather thick brown oil. When 5 cc. of it were mixed with some water, a rather permanent emulsion resulted.

In titrating this with half-normal hydrochloric acid, using di-ethyl orange as indicator, 4.2 cc. were consumed, but it required subsequently 5.2 cc. of half-normal alkali to effect the return of the phenolphthalein coloration. This behavior gave evidence that an acid alkali salt of a weak organic acid was dissolved in the oil.

In another experiment, 10 cc. of the clear non-aldehydic oil was put on 5 cc. of diluted sulphuric acid in a graduated cylinder and thoroughly shaken. After the oil, which now had become of lighter color and much more fluid, had separated, its volume was found to have been reduced to 9.1 cc. a reduction of 9 per cent.

These observations afford an explanation of the difference in results obtained by the sulphite and the bisulphite method. Commercial cassia oils regularly contain acids, phenols and acid resins, the latter being chiefly present as customary adulterants. When then in the tests the liquid becomes alkaline, these acids form soaps which partly dissolve in the aqueous liquid and partly in the oil, their distribution in the two layers depending on the quantity of acid used to produce final neutrality to phenolphthalein, a point which can hardly be determined with sufficient accuracy in the rather dark liquid, so that it is difficult to obtain good concordance in parallel tests with sulphite. Furthermore, when alkali salts of weak organic acids are decomposed by stronger acids, they usually first form acid salts (or molecular combinations between salt and acid) which are more soluble in oils than in water and have the peculiarity of carrying much water into the oily layer. If f. i. a 50 per cent sulphuric acid is gradually added to a concentrated solution of sodium valerianate, soon a point is reached where the liquid separates into two layers. When the aqueous layer is drawn off and more acid added to it, almost no further oil is separated; nevertheless, the oily layer still contains much alkali salt which can be removed by addition of more sulphuric acid, but at the same time much water separates which was held in solution by the salt in the oil and the volume of the resulting valerianic acid is thereby greatly reduced. Similarly, the neutral and acid soaps in the cassia test hold a quantity of water in the clear non-aldehydic layer, as demonstrated by the above second experiment, and thus reduce the apparent aldehyde figure.

The conclusion is, therefore, that the results by the neutral sulphite method are inconstant and generally too low and that the original bisulphite method indicates the actual percentage of aldehydes present in cassia oil more correctly. It would, therefore, be desirable to reinstate the bisulphite method into general use, if only for the purpose of obtaining concordant valuations of oil of cassia in international commerce.



Bath Crystals and Tablets

by *W. A. Poucher, London*

Author of

"*Perfumes, Cosmetics and Soaps*"

PREPARATIONS for softening and perfuming the water of the bath always form a profitable branch of the manufacturing cosmetician's activities and apart from the snags encountered in their production there is no doubt but that they make one of the most elegant finished packages offered for sale in any store.

Bath crystals are probably the most esteemed of this group of preparations although latterly Bath Tablets have come much into favor.

In preparing both these types there are several points which must be considered, the more interesting and important being those which are set forth as follows:

1. Stability. 2. Solubility. 3. Melting point.

Soda Crystals (Carbonate) is one of the commonest substances used because it dissolves very readily in hot water, one litre at 40° C. will dissolve 516 grams calculated as anhydrous. If the water is hard, i.e. contains lime salts in solution, it precipitates them as calcium carbonate, softening the water thereby. This necessarily makes the water somewhat cloudy but this need not be considered a serious disadvantage. On the other hand a molecule of crystalline sodium carbonate contains ten waters of crystallisation which represents roughly 62 per cent of its weight. It quickly loses this water if not stored or packed under perfect condition, and such efflorescence finally reduces the crystals to powder. This defect can be partially rectified by coating the crystals with a hygroscopic substance such as glycerine or ethylene glycol; the usual method being to dissolve a little of either of these in the dye solution used for coloring the crystals. Another disadvantage in the use of soda is that of the low melting point, 34° C. It is not unusual to see several bottles of bath crystals in a store window in the summer when the heat of the sun has partially melted the crystals which look anything but elegant.

Use of Sodium Phosphate

Sodium Phosphate in crystalline form has found favor in some directions. It is a little more soluble than the carbonate—1 litre of water at 40° C. dissolving 555 grams calculated as anhydrous. It effloresces just as readily and a molecule of the phosphate contains twelve waters of crystallisation, approximately equivalent to 60 per cent of its weight. On exposure to heat it melts at 35° C. and when dissolved in hot water the solution becomes very milky and on using soap it is altogether unsightly and uninviting. From the point of view of compression the phosphate has certain advantages especially when this is mixed with sodium borate.

Bay Salt is only very occasionally used since there is some difficulty in obtaining supplies of regular crystals of clean appearance and furthermore their inherent color is a disadvantage for tinting purposes.

Borax is now very much more used than it was a few years ago. This is not owing to any greater appreciation

on the part of chemists of its many properties but rather on account of the present facility for obtaining well graded and regular crystals which can soon be given a very elegant

appearance and perfume. A molecule of borax contains ten waters of crystallisation which represents approximately 47 per cent of its weight. Now this is considerably less than either carbonate or phosphate of soda and is reflected in its much greater stability in the presence of moisture and when exposed to heat it melts only at 76° C. On the other hand the solubility of borax is much inferior, a litre of water at 40° C. dissolving only 87 grams, but the solution is clear when added to a bath.

Moreover borax is only mildly alkaline and

does not dry the skin to the same degree as carbonate of soda, the latter easily removing the sebaceous secretion from the skin surface. The apparent disadvantage in the solubility of borax is far outweighed by its other good points and consequently this is the substance par-excellence for bath crystals.

Tinting is a comparatively easy matter with borax since it does not so easily upset the dyes as do the other mentioned raw materials. There is no doubt but that the best method of tinting is by means of spirit soluble dyestuffs, dissolved in industrial spirit to which has been added about one per cent of ester gum or resin. This addition leaves a very thin film on the surface of the crystals and so holds the color without being sufficiently tacky to make the crystals adhere to one another. Bright shades are necessary among the dyes and the following will be found to give a wide range of choice:—

Violets: Fast Oil Violet B, Brilliant Oil Violet Base, Methyl Violets.

Blues: Fast Oil Blue B, Spirit Blue B, Spirit Induline.

Greens: Fast Oil Green 2G. 6G. B, Fast Oil Green Y, Malachite Green Crystals.

Yellows: Fast Oil Yellow 2G. G. B, Auramine Base, Naphthol Yellow S, Chrysophenine, Chrysoidine Y.R.

Oranges: Brilliant Oil Orange Base, Fast Oil Orange 1. II.

Reds: Safranine Base, Rhodamine B. Extra, Fast Oil Pink B. 6G, Cerise B.

The quantity of dye to be used in solution can be easily arrived at by experiment and it should be borne in mind that a delicate pale shade is best since much body is given to the color when the crystals are bottled in bulk. The application of the dye solution depends very largely upon the quantity production required. For small turnover, spraying is generally satisfactory, the crystals being turned over during the process, and subsequently spread out on trays to dry. In large scale production, immersion is preferred since the excess of dye solution is easily removed in a centrifugal machine when very little after drying becomes desirable.



Perfuming bath crystals and tablets is not a particularly easy matter and stands in close relation to soap perfuming. Strong odors are preferred, but these must be tempered sufficiently to avoid crudeness. Oils having high terpene contents should be avoided and it is better to use citral, linalyl acetate or beta naphthal ethyl ether than lemon, bergamot or orange oils. Heavy oils as instanced by patchouly and vetiver are excellent, as are most of the synthetics. Ionone, however, is unsatisfactory unless well backed up with orris. The musks and coumarin are good. Refreshing odors are generally preferred and lavender, cologne, verbena and pine are great favorites. The compounded perfume can be either sprayed on the crystals before bottling or dissolved in the dye solution.

Bath Tablets are made by compression with heavy machinery. The above mentioned substances are eminently suitable but a binding agent such as an alcoholic solution of resin or aromatic resinoid helps matters considerably. The resinoid should be chosen so that its odor blends well with that of the perfume rather in the nature of a fixator. Special machines are now available which press 1 gross of tablets at a time. Slightly effloresced crystals cannot be objected to and the perfume with resinoid is sprayed on just before compression. These tablets do not always dissolve readily and to counteract this possible defect, traces of starch or tartaric acid are added before pressing.

Olive Oil in the Mediterranean Basin, 1927-28

Judging by preliminary reports so far received in the Bureau of Agricultural Economics from the International Institute of Agriculture and Consular Officers, the production of olive oil in the Mediterranean Basin for the 1927-28 season may be about equal to or slightly above that of 1926-27. This is due largely to the increase expected in the Spanish production for the present season since the crops of Italy and Greece, the other chief producers, are expected to be below those of 1926-27.

The olive crop of Spain is expected to be well above 1926-27, both in quantity and quality, according to latest reports of the crop. The production of oil is estimated at 772,000,000 pounds, compared with last year's low production of 507,300,000 pounds.

Recent estimates of the French Midi olive crop are rather good, reports Consul Hale. The yield of oil is expected to amount to at least 17,600,000 pounds, and may reach 19,800,000 pounds. Production last season was between 16,500,000 and 17,600,000 pounds, according to the Consul.

The production of olive oil in Greece for the present season is estimated at 155,000,000 pounds, according to Consul Morris at Athens. This is below last year's estimate of 193,600,000 pounds. In Tunis the crop condition is reported as only 70 per cent of the average. Production in Algeria, French Morocco and Palestine should be generally good. In Algeria the crop is above average and of high quality. Oil production is estimated at 39,680,000 pounds, or well above last year, when 22,000,000 pounds were produced.

Proposed Perfume Factory in Torreon, Mexico

An application has been made to the authorities in Mexico City for the establishment of a perfume factory in Torreon, which, if granted, will mean an investment of 50,000 pesos in factory and equipment, according to Consul W. I. Jackson, Torreon.

British Chemistry Institute Jubilee

(Special Correspondence)

LONDON, January 10.—The Institute of Chemistry of Great Britain and Ireland has just celebrated its jubilee with a dinner in London, the president, Arthur Smithells, being in the chair. President Smithells read the following message from the Prince of Wales:—

"I am glad to be able to congratulate the Institute of Chemistry of Great Britain and Ireland on the completion of 50 years of useful service. The application of science to the daily life of the community becomes more and more apparent; as a consequence the activities of such societies as yours have an ever-increasing value. The Institute has established a standard of professional education and qualification for the practice of the profession of chemistry—a standard which, I believe, is now recognized in every field of work in which the science is pursued. I am satisfied that nothing is more important at present for the well-being of our national industries than that they should utilize to the utmost the resources of science, and know that this applies in a high degree to the science of chemistry. I have, therefore, not only to congratulate the institution on its past achievements in advancing the efficiency and status of the profession which it represents, but to express my best wishes for its increased prestige and influence."

Sir Alfred Mond, in toasting the institute, said modern civilization would not go without chemistry or be carried on without the analytical chemist. Scientific research has become a political catchword, but Sir Alfred declared research could not be ordered like groceries at a store. It was the work of human genius, which was born and could not be made to order.

The founder and past presidents of the Institute were toasted by Charles A. Hill, chairman of the Association of British Chemical Manufacturers, and responded to by Professor J. Millar Thomson (president 1900-1903).

Russia Doing Huge Trade in Smuggled Beauty Products

(Special Correspondence)

LONDON, January 7.—Smuggling to make women beautiful is worrying the Soviet customs inspectors, who traverse the longest frontier in the world. More than 80 per cent of all contraband seized during 1927 was intended for women. It consisted of silks, perfumes, cosmetics and other beautifiers—all being articles which are virtually banned in Russia as evil luxuries.

The craving of many Russian women to dress as well as their Western sisters, coupled with the almost prohibitive price of fine quality products in the country, induce thousands of smugglers to bring boudoir and wardrobe contraband across the lines and dispose of it at fabulous prices. According to the chief customs inspector, 42,000 of these "beauty bootleggers" were arrested during the year, and more than \$4,000,000 in goods seized.

Most of the trouble is being caused by the enormous Chinese frontier, where smuggling has been developed to a fine art. In this region where rivers alone divide Russia from China thousands of dogs are trained to smuggle. They swim from the Chinese shores with watertight bags of contraband goods tied around them. Agents on the Russian side exchange the goods for gold and send the dogs back. The hounds frequently swim a mile or more in a swift current to deliver their booty, and carry back as much as two pounds of gold at a time.

The Threat of Advertising Censorship

*Some Much-Needed Reforms Which
Would Minimize Its Dangers*

by Leroy Fairman

UNDER the stern leadership of your Uncle Samuel, there promises to be a concerted effort, springing from various sources, to impose a harassing censorship upon the advertising of the perfume and cosmetics industry.

To an advertising man, one of the most dangerous features of the A. M. A. Cosmetics Bill, printed in full in the December number of this journal, lies in the advertising censorship neatly embodied among its many provisions.

Under the title, "Misbranded," occurs the following provision:

"A cosmetic is misbranded—(a) If its package or label or any advertisement of it contains any statement, design, or device that is false, misleading, or deceptive."

By the inclusion of the words "or any advertisement" in this provision, the bill would, for the first time, make possible a strict censorship of advertisements.

The manner in which the bill is to be enforced is stated, as follows, in Section 13:

"It is the duty of each United States District Attorney to whom the Secretary of Agriculture reports any violation of this Act, or to whom any health, medical or drug officer or agent of any State, Territory, or the District of Columbia presents any satisfactory evidence of any such violation to cause proceedings under this Act to be commenced and prosecuted in the proper courts of the United States, without delay, for the enforcement of the condemnation and of the penalties provided herein."

Possible Enforcement Evils

This makes it possible for any mischievous or adulated "health, medical, or drug officer or agent" to report what he may consider as misleading or deceptive advertising to the District Attorney, and to use his influence to secure the prosecution of the alleged offender.

It opens the way for any disgruntled or malicious competitor to approach a "health, medical, or drug officer or agent" of his acquaintance, possibly in his power, with examples of another manufacturer's advertising which he claims are misleading or deceptive, and to prevail upon that officer to lay the "evidence" before the District Attorney and use his influence to secure the prosecution of the alleged offender.

A pretty kettle of fish!

Even if the defendant in such proceedings were acquitted, he would have been subjected to annoying and expensive litigation, and the stigma of having been prosecuted for misleading and deceptive advertising would cling to his name, and possibly do his business incalculable harm.

And, no matter how honest his intentions or how free from actually fraudulent taint his advertising might be, he

might not find it such an easy matter to get acquitted!

In the bad old days of long ago advertising consisted of anything a manufacturer wanted to say. He figured out every claim which could possibly be made for an ideal product, and made those claims for his own product, whether it possessed them or not. Whatever the consumer wanted, he claimed he had. If he manufactured a food, he advertised that his food contained every element necessary to the growth and health of the human body, to a degree not equalled by any other food known to man, as well as a flavor more delicious than nectar and ambrosia. If he manufactured a medicine, he advertised that it cured every disease and ailment which flesh is heir to. If he manufactured a cosmetic, he advertised that it made its user more lovely and desirable than the Queen of Sheba or Helen of Troy. Such, only a few years ago, was the practice of the advertiser, and such was the language of advertising.



Care in Copy Preparation

Times have changed for the better. It is now an accepted fact that truthful advertising is the only kind that pays in the long run; that in advertising, as in other departments of business, honesty is the best policy. But the old time language of advertising still persists. Over-emphasis, exaggeration and hyperbole are still common to many kinds of advertising. Terms and phrases are used, and claims are made, which would not be used in word of mouth dealings with the consumer.

In much of the advertising of cosmetics, there still lingers an intimation that the user will gain a dazzling loveliness at least comparable with that of the Queen of Sheba and Helen of Troy. Flamboyant language is employed, which, if it means anything, makes promises that would be mighty difficult to fulfill.

The reader of such advertising undoubtedly discounts it heavily. She may nurse a dim, unformulated hope that she is presently to be made as seductive as a siren, but she doesn't really believe it. If the product, when used, adds to her comfort and increases her attractiveness; if it proves a little more satisfactory than similar products she has previously used, she will be perfectly satisfied. As a matter of fact, that was all that she expected; all that she interpreted the advertising to mean or to imply.

It may be fairly stated, therefore, that the advertising, although it claimed too much when strictly and critically examined, really deceived nobody, harmed nobody, and was not in effect either misleading or deceptive. But facts sometimes count for little in a court of law, and the intent to deceive may be inferred when there was no such intent and where no deception actually took place.

With no intention of reflecting in the slightest degree upon the advertisers who are responsible for the statements

quoted, let us see how extracts from recent advertisements appear when subjected to critical, literal examination.

"A perfume inspired by the expressed preferences of the gayest fashion leaders of the Continent."

Who are these gay leaders? How were their expressions of preference gained? What were those preferences, stated in their own words? Just how are these preferences embodied in the advertised perfume? Can you prove that it is actually inspired by those preferences?

"A powder that protects the skin from the sun and wind, and immeasurably enhances its clarity and smoothness."

Does a face powder really do this? Could you prove that it had in reality immeasurably enhanced the clarity and smoothness of anybody's skin?

"A few minutes a day will transform thin, straggly locks into healthy growth."

This statement is not qualified. Is it universally true?

" will protect your skin. Keep it from weathering. Keep it supple and soft. Smooth and young."

Will it? Infallibly? Permanently?

" . . . a blessed assurance of a complexion that is youthful, healthy and altogether lovely."

Speaking personally, I don't see a complexion that measures up to this promise once in a blue moon. For the "blessed assurance" of such a complexion, millions of women would mortgage the old homestead.

It would be easy to fill pages with quotations like these. There is nothing remarkable about them, nothing unusual. They are written in the current language of advertising.

It is obvious enough that the claims which run through so much of present day cosmetics advertising cannot be substantiated. They are exaggerated. Generalities are stated as invariable facts. What may happen in isolated cases, or under ideal conditions, is stated as applying without exception. Promises of youth, charm, allurements and matchless loveliness are scattered broadcast with a free hand. To perfumes are ascribed the most magical attributes; to cosmetics actual miracles in rejuvenation and beautification.

It is all very well to say, between ourselves, that there is in these exaggerations no real intent to deceive, and that nobody is really deceived by them. But consider the sinister possibilities that would lurk in such exaggerations if the proposed Cosmetics Bill should become a law. What a weapon they would put into the hands of the malevolent, the over zealous, the born mischief maker, the man with a grudge, the blackmailer. What would happen if an advertiser were called into court and asked to prove, under severe penalties, such statements as are quoted above?

As to what measures should be taken to prevent the passage of this evil legislation I have nothing to say. That is a task for other hands. My purpose, in the present article, is to point out a way by which the advertiser may avoid the penalties of such a law in the best of all possible ways—by refraining from acts or words which would make him liable to such penalties.

Righteousness imposed by law is of no avail. The good citizen is the man who lives rightly of his own free will. Reforms imposed from without are ineffective; true reform, either in the individual, in any class of individuals, or in society as a whole, comes from within. The present generation has seen a complete revolution in many phases of business; the old rule of *caveat emptor* has become

obsolete, men deal fairly and honestly with each other more generally than at any other time in history. These transformations in business methods have not been forced by legal penalties; business has reformed itself from within.

Advertising has shared greatly in this improvement, but is still far from perfect. The methods of the bad old days die hard. The cosmetics industry is not the only one which strays from the narrow path, and it should be said in its behalf that its errors are those of manner and not of purpose.

Many advertisers, in nearly all lines of business, need to learn the virtues of modesty and restraint. They need to learn that the plain truth, the simple facts, regarding a product, can be expressed in terms that carry conviction and win business—that exaggeration and over statement are totally unnecessary.

Without making a single statement which can possibly be regarded as misleading or deceptive, any product which is worthy of its place in the sun can be effectively and profitably advertised. Furthermore, the customer who is won by such advertising, is far more likely to become a permanent customer than is the one whose initial purchase is brought about by statements which the goods fail to substantiate.

My belief is that most of the cosmetics advertising which might be called misleading, is made to appear so because it is written by copy writers who neither understand the products they write about nor the service which those products are qualified to render. They do not take the trouble to study the goods thoroughly enough to know their exact nature and characteristics, nor do they study the market sufficiently to ascertain just how or to whom the goods should be sold. Consequently, when they sit down to write, they have nothing vital to say, and take refuge in generalities, in more or less vague and unsupportable claims, and in those verbal vagaries which are usually termed "fine writing."

That is the probable reason why so much cosmetics advertising sounds so much alike. One advertiser's copy sounds like a rehash of another's; the same claims made in different manner, according to the style or abilities of the writer.

If this is true—and I believe it is—all the reform which is needed in the advertising of the industry may be effected by an exhaustive study of the product and the market, and by incorporating in the advertising the facts and arguments which that study reveals and indicates. When this is done, there will be neither room nor need in a piece of advertising for untruthful or over enthusiastic claims. The writer will be hard put to it to find room for all the truthful and interesting things he wants to tell.

And the beauty of it is that such advertising, in any line of business, sells more goods. The public likes advertising which gives plenty of facts in simple, understandable words, which seems to lean toward restraint and under-statement rather than to "claiming the earth."

It is gratifying to say that there are now a considerable number of cosmetics advertisers who are using just the kind of advertising described in the above paragraphs. More are falling into line every year. Such advertisers would have nothing to fear from a censorship law if it were guaranteed that such a law could never be invoked by professional busybodies, blackmailers and crooks in general. But alas! nobody can guarantee that!

The Practical Side of Packaging

Continuation of the Article on Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

THE tendency to use caps either patent lug or continuous thread has brought out several good capping machines. These may be divided into two classes or types. First, the chuck machines and second the friction wheel machines.

The latter operate very rapidly and like the corking wheels have a capacity in excess of the usual requirements. The container with the cap resting on top of the "finish," but not screwed down, passes between two rapidly revolving discs either steel with cerated edges, rubber or one of steel and the other of rubber. The discs revolve in opposite directions, causing a spinning of the cap. By adjusting the distance between the discs and the tension, the cap is "spun" to the desired degree of tightness. No registering of the containers is required. They can follow one another as rapidly as is permitted by the speed of the conveyor and by their own diameters. These machines are quite inexpensive particularly from the standpoint of their capacity. The maintenance is quite little and the adjustments simple. For a wide variety of capped containers particularly using patent lug caps they serve admirably. They do not work as well on continuous thread caps because the latter require a somewhat more positive "spinning" action and a more carefully regulated tension. For the latter one is usually better off with the second type of capper, namely the chuck capper.

Cappers of this kind duplicate the motions of the human fingers in tightening a cap. A chuck comes down over the cap, gripping it and turns it around until the chuck is released by a sort of clutch action operating from the tension or degree of tightness. Chuck cappers will operate on both lug and continuous thread caps. They are quite essential for "full" thread caps if a tight closure is desired.

The capacity of these machines is about 10,000 containers for single chuck machines and about 18,000 per eight hour day on four chuck machines. The latter are so built that the containers with their caps pass around under the chucks much in the same manner as on a rotary filling machine. Both single and multiple chuck machines can be purchased with hopper feeds. It is necessary only to keep a hopper full of caps and the conveyor full of containers on the completely automatic units. They will give very little trouble if cap specifications are followed with reasonable accuracy and the containers come in with their "finish" within the "maximum and minimum" or tolerances called for by the cap manufacturers.

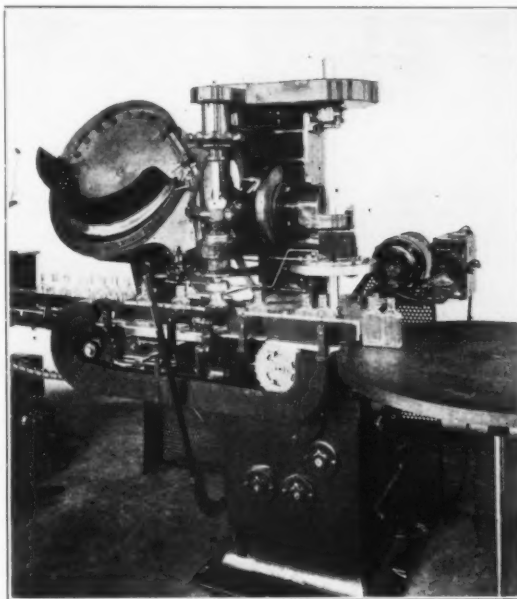
There are other types of closures among them being a hinged wire type which gives a very tight seal. This can be semi-automatically applied, and makes a good appearance. For some preparations which have a tendency to creep they have proven very successful.

The "perfect" cap is still a thing of the future, although progress is being made continually in cap design. It is not unlikely that as time goes on still more positive means will

be found for making a cap tight and 100 per cent of them tight even under conditions of quantity production of capped containers at all times.



The author ventures to express his own opinion of many troubles which have been experienced in the past on leaky containers throughout the trade. It has appeared that not mainly the type of cap but rather the kind of liner and the method of application has been responsible for much grief. Some cap manufacturers have their own chemists who have made and are continually making investigations of the best liners for various kinds of products. For instance some products will cause swelling of a liner, some will cause chemical as well as physical changes in the liner. Some liners dry out with products which are not "moist." Some liners are all right in ordinary cases but some merchandising conditions require the containers and their contents to go to

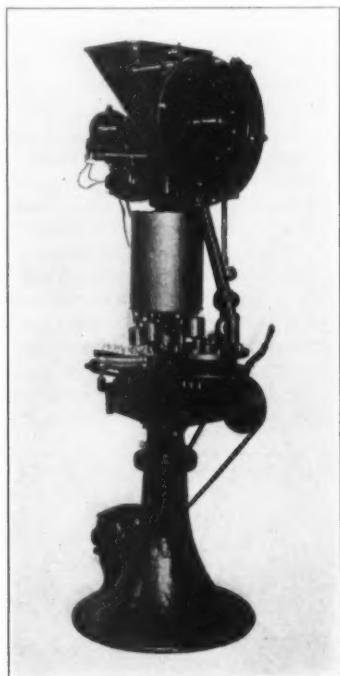


SINGLE SPINDLE CAPPER WITH HOPPER FEED

various parts of the country or the world where atmospheric conditions are quite unusual and different from those under which the product was put up. These angles should be very carefully considered and discussed with the closure manufacturer before deciding to adopt his particular kind. By all means give a great deal of thought to the liner to be used. Caps have been discarded for some other brands in the hope

of better results only to find the liner was the cause of the trouble and not that particular style of cap.

Be sure, too, that your capping machine is doing its work properly. To be safe have periodic inspection during the day on the capping job. The best machines occasionally act up. A change from one lot of glass or cans to another may require some slight readjustment on the machine. Examine glass of different mould numbers to be sure that all moulds are giving glass "finish" having the proper tolerance. Examine the closures too. Sometimes a cap manufacturer will



MULTIPLE SPINDLE CAPPER WITH HOPPER FEED

let his dies and tools get too badly worn with the result that lug characteristics and thread pitches will get off specification. Check up on liner thickness to be sure that they are not running too thin or too thick. This will cause capping trouble. The importance in package assembly of careful inspection and check up of closures and "finishes" cannot be over-emphasized.

(To be continued)

Note:—Illustrations used in Mr. Chase's series on packaging are designed to show general types of machinery. The possible purchaser should investigate the various makes of each type before making installations.

Super-Salesman Plus

From the hall where the salesmen's convention was being held came roar after roar of applause.

"What's all the noise about?" asked a policeman of a man who had just stepped out.

"They've been making speeches," replied the latter, "and somebody just introduced the man who sold Mussolini a book on how to acquire self-confidence."—*Life*.

Round Table Conference Across the Ocean

The business executive who wishes a round table conference need no longer assemble his assistants at the round table. At least, he need not be there himself. The long distance telephone has solved his problem by enabling him to knit together a widespread organization in a way that completely ignores the subject of geography.

The president of a large chain of hotels in this country recently furnished an example of the way in which a knotty problem which might have involved a trip across the Atlantic could actually be solved in a few minutes by the use of the telephone.

John McE. Bowman, president of the Bowman Biltmore Hotels Corporation of New York, found it necessary, while in London a few weeks ago, to discuss an urgent matter with his associates in this country. He decided to hold a telephone conference and cabled them to that effect.

At the appointed time they assembled in the Hotel Biltmore and were notified that he was on the wire. "For the next few minutes," said Mr. Bowman, "it was difficult for me to realize that more than 3,000 miles of land and water stretched between me and the group with whom I was talking. I talked with them all, one after the other, and every voice was as distinct as though only the table separated us. They tell me my voice was equally distinct. I talked with six of them in six minutes."

The conference was "an emphatic success," according to Mr. Bowman, and the matter settled as satisfactorily as if he had flown instead of telephoned across the Atlantic.

Perfumes with Addition of Propyl-Alcohol*

On this point we learn by letter: As is now generally known, the English perfume producers are preparing for their English trade (not the colonies) perfumes in large quantities in which a large percentage of propyl-alcohol is used. The composition varies greatly, according to the price, the perfume consisting of a larger percentage of propyl-alcohol and a smaller percentage of pure alcohol, or the reverse. The English manufacturers have taken this course of using propyl-alcohol for the perfumes because pure spirit is too expensive in England. For this reason it was not at all possible for the middle and poorer classes of the population to purchase an alcohol containing, strongly scented perfume. But this class of customers had within their reach only water perfumes, which are of very small value and are not to be properly rated as perfumes.

The perfumes prepared with mixed alcohols have been received with extraordinary favor everywhere in England. The English perfume industry has learned by suitable manipulations to reduce the odor of the propyl-alcohol to a minimum.

That there is a great demand for this propyl-alcohol containing perfume is proven by the circumstance that already several of our regular English customers have asked us for offers for perfumes containing propyl-alcohol.

* From *Deut. Parf.-Ztg.*, Vol. 13, No. 8, (1927).

Bonding the Dry Agents

It's all very well to try bonding the prohibition agents, but the bootleggers will be withdrawing them from bond before the end of the week.

Bonded prohibition agents killed in gun fights will find their epitaph ready made for them: Battled in Bond.—*New York Herald*.



New German Perfumery Association

(Special Correspondence)

The German National Association of Perfumery Retailers has been established. On November 2, a meeting was held at the Berlin Chamber of Commerce, called by Curt Joseph, Kopp & Joseph; Alfred Cohn, E. Audorff Nachf.; and Kurt Schwarzlose, Max Schwarzlose. Those present agreed that the gap which was felt so generally should be filled by a strong trade organization of the perfumery retailers, and a constitution and by-laws were adopted.

The election of members of the board of directors brought the following results: president, Kurt Schwarzlose; first vice-president, Alfred Cohn; second vice-president, Curt Joseph; first director, Otto Raduge; second director, Gustav Kolterjahn; secretary, Pharmacist Gustav Vadasz; treasurer, Leo Carsten.

Cassia Oil Troubles in England

Adulterated cassia oil, to which we referred recently, continues to arrive in England, and there is an acute shortage of the usual commercial grade on the spot. Almost every parcel is found, either by the British Customs or by the buyers of the article, to contain a percentage of alcohol. An adulterated oil may occasionally pass the authorities, the explanation being that one or two leads may contain a genuine commercial oil, and the Customs happen to open one of them. The quantity of alcohol found in some shipments has been very small. In our recent note we stated that from 5 to 6 per cent of alcohol was obtained on distillation from some samples. We understand, however, that other yields have not reached more than 1 to 2 per cent. Such an evident profitless procedure has caused importers to look for another adulterant, and it is now suggested that synthetic cinnamic aldehyde is being used extensively to bring low-grade oils to the required standard, the alcohol being in some way connected with this addition. It is stated that large quantities of synthetic cinnamic aldehyde have undoubtedly been shipped from Europe to the Far East, and if so it is difficult to see for what purpose it could be used other than adulteration. This "scientific" treatment could hardly be carried out by native distillers, and the only conclusion to be arrived at is that the oil is systematically adulterated at the port of shipment. Numerous arbitrations have been held in London, in which a very large number of cases have been concerned. Fortunately, perhaps, for the shippers, despite the scarcity, there has been no "run" on the meagre supplies of the usual oil. But the fines imposed will probably be substantial enough if the arrivals of treated oil continue. It is not unlikely that the bulk of the oil will ultimately pass into consumption at discounted prices. —*London Chemist and Druggist.*

Paris Trade Notes

(Special Correspondence)

Offices of Société Parisienne des Produits de Beauté Ganna Walska have been moved to 223-225 rue de Paris, Pantin, department of the Seine. The offices were formerly located at 51 rue de Paradis, Paris.

The capital stock of Coty S. A., Paris, has been increased from 20,000,000 to 40,000,000 francs by the issuing of 200,000 new shares of 100 francs each which have been brought over from the surplus.

Leon Milou, son of Marius Milou, head of Marius Milou & Co., Montelimar, France, was married on December 3, 1927 to Miss Jeanne Gras, daughter of Mr. and Mrs. M. Gras of Lyon. The wedding was celebrated in the church of St. Vincent de Paul, Lyon. We join with the many friends of the couple in all good wishes.

The Société Française des Produits (Odol) (Laboratories Ribeira), have their factories, Rue Alexandre Dumas No. 3 and 5 at St. Ouen in the environs of Paris. This company has a contract with the Lingner Werke, of Dresden (Germany) for the patent of the Dentifrice Odol and it will be extended henceforth to the fabrication of new products. Consequently the capital stock will be increased to 5,000,000 francs.

The firm of Dorin which enjoys an ancient reputation as a grease paint producer, has put on the market some beauty products specially dedicated to men. Mr. Parent, co-proprietor and leading manager of this important business, had very nice booklets printed with a masculine silhouette on the front cover and the necessary explanations given inside of it for distribution to prospective customers. Up to the present there are four products offered for masculine beauty: a face cream in collapsible tube, a face powder, in a big card box, a compact in a dark metal box and a tint to give again the natural color to white hairs when they first make their appearance. Besides Dorin proposes under the name of "Frigor" a kind of icy product in a collapsible tube to soothen the burning of the skin after shaving. A special display of these articles is made in the leading perfumery shops and in the windows of the Big Stores.

Louis Vuitton, trunk maker, 70 Avenue des Champs Elysées, has decided to offer to his customers perfumery prepared under his own name. The first scented extract of this new comer is "Heures d'Absence" in a flat square bottle decorated on the front in the modern cubic style. The perfume is pleasant and persistent.

Perfume and Soap in Courts and Customs

Injunction Suit Over Waltke Process

Procter & Gamble Co. has secured a temporary injunction against Henry Schenkel, a former employee of William Waltke & Co., recently taken over by the Procter & Gamble interests. The injunction restrains Mr. Schenkel from disclosing a secret process and formula, which he claims to have originated, to competitors of Procter & Gamble. The processes cover products known as "ozonite" and "oxydol." Suit is now pending which would make the injunction permanent.

The company claims that Mr. Schenkel along with other Waltke employees signed a release on all patents and processes used by the company for a consideration and further than Mr. Schenkel was not the originator of the process which he now threatens to sell.

Mr. Schenkel declares that he with two other men perfected the process, that he did not sign any release or quit claim to it, that he had received an offer of \$150,000 for the "ozonite" process, but had offered it to Procter & Gamble for \$75,000. He had been employed by the Waltke firm for more than 40 years and had at one time talked with Louis H. Waltke regarding a royalty arrangement but that this had fallen through when Mr. Waltke told him "he would be taken care of."

A hearing on a permanent injunction was held on January 15 at St. Louis before Circuit Judge Hartmann, who reserved decision.

Mark Used Ten Years Has Registration Right

The Court of Appeals of the District of Columbia in the action of McKesson & Robbins, Inc., vs. the Charles H. Phillips Co., over the registration of a trade mark set forth the following principle:

"The fact that the words 'Milk of Magnesia' was the name applied to an article covered by a patent, the patentee having assigned his rights to the appellee company, which patent had expired before the registration of the trade mark under the 10-year clause, did not defeat the working of the 10-year clause which gives practically unlimited right to the registrant to exclusive use of the mark."

United Drug Exchange Must Change Name

The words "United Drug" have a trade meaning and value, according to a decision by United States District Judge Inch, sitting in Brooklyn, who has directed that a wholesale drug Co. of Boston brought suit, eliminate those words from his trade name. The defendant was Abraham Parodney, stated to be doing business in New York under the name "United Drug Exchange." The Court declared that the similarity of the names had confused orders and payments and entered judgment accordingly.

Odol Company Loses Opposition to O. D. O.

Court of Appeals of the District of Columbia in the complaint of the Odol Corporation against Ottavio De Oto has held that linaments for external use and preparations for the teeth, mouth and breath are not of the same descriptive properties. The registration therefore of "O. D. O." is held not to infringe the trade mark "Odol."

Pinaud, Inc., Wins in Canada

Following the decision of the Canadian Court of Common Pleas in the case of H. & G. Klotz (Pinaud) against Ralph R. Corson and Corson Perfumer, which was printed on page 360 of our September issue, the Supreme Court of Ontario has handed down a final decision restraining the defendants permanently from "using and selling, or causing to be used and sold goods under a label bearing the words, 'Eau de Quinine,' with a representation of a Basket of Flowers, or an imitation thereof . . . or 'Extract Vegetal Lilas de France' with or without a representation of a Basket or Spray of Flowers, and regardless of the form of the label . . . Or from imitating the get-up of the plaintiffs' goods as to color scheme, form of package or bottle or otherwise."

This decision would seem to secure for the plaintiffs exclusive rights to the name, labels, packages and any other distinguishing marks on its goods in the Dominion of Canada. Similar injunction is now being sought in regard to certain alleged infringements in the United States, but the decision in these cases has not yet been handed down.

Recent Customs Rulings

Protest on Perfumery Overruled

No. 4074.—Protests 130898-G, etc., of Butler Bros. (Galveston).—Perfumery classified at 75 per cent ad valorem under paragraph 62, tariff act of 1922, as nonalcoholic, is claimed dutiable at 20 per cent under paragraph 63 or at 10 or 20 per cent under paragraph 1459.

Opinion by McClelland, J. From an examination of the official samples and papers it was held that the merchandise was properly classified. The protests were therefore overruled.

Acidulated Soap 20 Per Cent Ad Valorem

Black grease or acidulated soap has been classified for duty at 20 per cent ad valorem under Paragraph 1459 of the Tariff Act of 1922 by the Bureau of Customs. The Bureau's ruling upholds the practice of the appraiser at the port of Philadelphia. This product previously had been assessed for duty at New York at 10 per cent as waste not specially provided for. The Bureau held that its classification as a non-enumerated manufactured article was proper.

Protest on Ornamental Glass Bottles Rejected

No. 4556.—Protests 160658-G, etc., of A. Zacho & Co. (Los Angeles). Glass bottles classified at 55 per cent ad valorem under the provision in paragraph 218, tariff act of 1922, for articles in chief value of blown glass not specially provided for, decorated or ornamented in any manner, are claimed dutiable as articles in chief value of metal at 40 per cent under paragraph 399.

Opinion by Sullivan, J. The official sample consists of an ornamental bottle or decanter of green glass, having a stopper of the same material. A metal ornament stamped to represent two bunches of grapes is attached thereto. The analyst reported that glass is the component material of chief value. The bottles were therefore held correctly classified by the collector and the protests were overruled.



Official Report of Flavoring Extract Manufacturers' Association

Since the publication of the December report of the transactions of the Flavoring Extract Manufacturers' Association of the United States the activities of D. T. Gunning, president; Thomas J. Hickey, executive secretary and counsel, and the other officers and members of the various committees have gone on with unabated interest.

Already the members are looking forward to the nineteenth annual convention, which will be held at Buffalo, N. Y., in June, the date to be selected soon.

During the month Circular No. 267, entitled "Cost of Vanilla Extract," has been sent out to the membership. This is a report of the Cost Committee, L. K. Talmadge, chairman. Figures are given in tabular form on pure vanilla packed in three-quarter and two ounce bottles, based on vanilla beans costing from \$2 to \$6 per pound, and alcohol costing \$2.65 per gallon. Comparison with the May 19 bulletin shows a saving of 44 cents a gallon, owing to the reduction of the tax on alcohol. This makes a difference of but 75 cents per gross on the three-quarter ounce size and \$2.10 per gross on the two ounce size; therefore it would appear that there is no good reason for a wholesale slashing of prices.

Circular No. 268 deals with the matter of rum flavor for use in foods and ice cream, etc. It quotes Deputy Prohibition Commissioner Jones as follows:

"You are advised that permits are issued authorizing the manufacture of 'Rum Flavor' designated as such and may be advertised in trade journals under that name."

Circular No. 269 is entitled "Definition and Standard for Mayonnaise Proposed by the Food Standards Committee." Those interested should communicate before February 15, 1928, with A. S. Mitchell, secretary of the committee, Department of Agriculture, Washington, D. C.

Information regarding the Federal alcohol situation will be found elsewhere in our Washington Correspondence, in addition to other news of interest.

Report of National Soda Water Flavors Manufacturers

Following the 22nd annual convention, reported in our last issue, W. H. Gast, the new president, and Thomas J. Hickey, secretary and attorney, have been going ahead with various matters of value to the membership.

Among the bulletins of general interest was that relating to rum flavor, which is quoted in the above report of the Flavoring Extract Manufacturers' Association.

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our *Trade Notes* pages, as well as in other departments.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Alcoholic Content of Liquid Food Products

Commissioner Doran has issued the following ruling:

"Where intoxicating liquors are used in the preparation of sauces or sirups, composed of sugar solutions and intoxicating liquors only, the products shall be divided into two classes according to their intended use.

"Class A products shall contain a minimum of 50 per cent sugar and not in excess of 12 per cent alcohol by volume and may be used by the permittee for packing fruits or in the preparation of other food products which are unfit for beverage purposes, or may be sold to a manufacturer for use in packing fruits or in the preparation of food products which are unfit for beverage purposes.

"Class B products shall contain a minimum of 60 per cent sugar and not in excess of 6 per cent alcohol by volume and may be sold in the original package to the retail trade for legitimate non-beverage uses.

"Labels for both Class A and Class B products must be submitted to the bureau for consideration before permit is issued.

"All regulations inconsistent herewith are rescinded to the extent of such inconsistency."

New Edition of Food Rules Standards

A new edition of the "Definitions and Standards for Food Products," being Service and Regulatory Announcements, Food and Drug No. 2, was issued in December, 1927, by W. M. Jardine, Secretary of Agriculture.

This edition supersedes the old Office of Secretary Circulars 13, 17, 19 and 136.

These definitions and standards include those published in the form of food inspection decisions and those in Circular 136 which have not been superseded by such decisions. The revision was approved by Secretary Jardine in September.

Haugen's Slack Package Bill Again in Congress

Representative Haugen has introduced his slack package bill in the new Congress as H. R. 487. Members of our industries are familiar with its purpose and no doubt will again organize to fight its enactment. The bill is in the Committee on Agriculture.

Notices of hearing may be expected soon.

Activities of Associations and Societies

Drug Trade Section Elects

The annual meeting of the Drug Trade Section of the New York Board of Trade and Transportation was held at the Drug and Chemical Club, New York City, on January 10. The meeting was for the purpose of electing officers for the ensuing year and the reading and acceptance of the reports of the retiring officers and committees. Chairman S. B. Penick presided and read a report which covered in a general way the activities of the section for the past year and urged greater co-operation and more interest in the affairs of the section during the coming twelve months. The treasurer's report was read and showed a very satisfactory financial condition.

Carroll Dunham Smith, retiring chairman of the executive committee, presented a report which detailed the work of the section and recommended several subjects which might be considered by the Section during 1928. The other standing committees presented reports of their work for the year, all of which showed considerable progress.

The following officers were elected for the coming season: Chairman, S. B. Penick, S. B. Penick & Co.; vice-chairman, Chas. A. Prickitt, the Upjohn Co.; treasurer, H. B. Shattuck, Abbott Laboratories; secretary, William McConnell;



S. B. PENICK

Photo. Blank & Stoller
P. C. MAGNUS

representative of the section on the board of the New York Board of Trade and Transportation, Charles L. Huisking.

The executive committee consists of the following members: P. C. Magnus, Magnus, Mabee & Reynard, chairman; A. Bakst, Bakst Brothers; S. P. Rigney, Roessler & Hasslacher Chemical Co.; S. W. Fraser, Burroughs Wellcome & Co.; Frank P. McDonough, New York Quinine & Chemical Works; and Edward Zink, Eli Lilly & Co.

A resolution of appreciation was adopted for the retiring treasurer, William A. Hamann, who has served in that capacity for 23 years and asked to be relieved of the duties. Resolutions of appreciation were also adopted for the retiring officers and for Carroll Dunham Smith, retiring chairman of the executive committee, and a special honorarium of \$100 was voted to Secretary McConnell for his excellent work on behalf of the section.

The matter of the uniform import contract will be considered and discussed at the March meeting of the section and it is hoped that definite action on this important subject will be taken at that time.

Foragers Honor S. W. Lothrop

The Foragers, a society composed of salesmen engaged in the perfumery and drug sundries trade, celebrated its 30th anniversary on January 7 with dinner at Hotel Belmont, New York. The occasion was also in the nature of a birthday party for S. W. Lothrop, one of the charter members of the organization. Martin F. Schultes, of Hewitt

Brothers Soap Co. and president of The Foragers, introduced F. L. Graham, of DeVillbiss Co., who acted as toastmaster. The group then stood for a moment in silence in respect to the memory of the departed Foragers, to which list was added in 1927 the name of Matthew Jordan of Roger & Gallet.

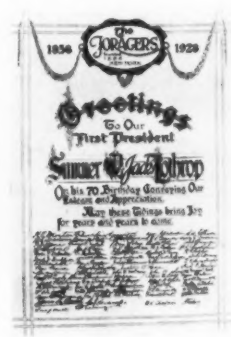
Mr. Schultes in a very effective speech then recounted the early history of the Foragers and told of the work of Mr. Lothrop in

forming the society and of how great an inspiration his career had been to the younger members of the organization. On behalf of the society, he presented to Mr. Lothrop a beautifully engrossed set of resolutions which bore the signatures of all of the members of the group. They disclosed the admiration and esteem in which Mr. Lothrop was held by his colleagues in the toilet goods industry. He also received an easy chair which carried a suitably engraved silver plaque giving the date and occasion of its presentation.

Brief addresses were made by W. K. Chapman of the Eastern Drug Co., James L. Wood of Roger & Gallet, H. C. Henry of the Liggett stores, Adam Treu of R. H. Macy & Co. Inc., who is soon to retire, George B. Evans, the Dean of Toilet Goods Importers, Robert A. "Bob" White, and O. C. Niedenstein, who has been for many years secretary and treasurer of the organization.



S. W. LOTHROP



THE FORAGERS' GREETINGS

A. J. Cramp, of William J. Schieffelin & Co., gave some interesting reminiscences of the early days at Park & Tilford

when Mr. Lothrop was employed in that organization. Telegrams were received from William Kropff of Muhlen & Kropff, J. B. Reed of J. B. Williams Co. and a letter from Thomas J. McHugh, president of V. Vivaudou, Inc., was read.

The Foragers was organized by a small group of 13 charter members in 1898. It was originally intended as a purely social organization, but its aims have broadened considerably and are now stated by the organization to be finding positions for deserving salesmen who are in need of them, whether they are members of the Foragers or not; furnishing manufacturers and distributors with salesmen of known dependability; co-operating with department stores, wholesale and retail druggists and other channels of distribution in securing for them good material as buyers and for other positions; running down reports of sharp practices and questionable transactions that are not morally sound; arranging with buyers to have salesmen call at regular stated intervals; and making the Society a clearing house for the exchange of ideas on marketing and distribution.

It holds each year an annual dinner during the Winter and an outing in the early Summer. Regular luncheons are also held at Keene's Chophouse each week. Weekly luncheons are being established in Chicago and Boston and plans are under way to organize similar meetings at other central points where Foragers and other salesmen may meet and talk things over.

Philadelphia College of Pharmacy Lectures

The Philadelphia College of Pharmacy and Science has opened its seventh annual series of Popular Science Lectures, to be given during the season of 1927-1928 by members of the faculty. There are thirteen lectures in the course, selected from the broad field of science, primarily of general public interest, and they cover a wide range.

The first lecture, "The Rare Elements," was given by Professor Freeman P. Stroup, on October 13, and was followed by "Flame," by George W. Perkins, October 27; "Ice," by Paul Q. Card, November 10; "Building Stones, Natural and Artificial," by Professor J. W. Sturmer, December 1; "What and Where Are the Stars?" by Dr. George Rosengarten, December 15; "The Realm of the X-Ray," by Professor Ivor Griffith, January 5; "Some Questions Relating to Life," by Dr. David Wilbur Horn, January 19; "The Romance of Cookery," by Professor Charles H. La Wall, February 2; "The Preservation of Food," by Professor Louis Gershenfeld, February 16; "European Flowers, an Important Factor in Culture and Commerce," by Professor E. Fullerton Cook, March 1; "Sumach and Poison Ivy," by Dr. Horatio C. Wood, Jr., March 15; "The Heart," by Dr. Arno Viehoever, March 29; "Animals That Live in Man," by Dr. Martin S. Dunn, April 12.

Perkin Medal to Langmuir

Dr. Irving Langmuir was the recipient of the Perkin Medal for achievement in industrial chemistry at a joint meeting of the Society of Chemical Industry, Societe de Chimie Industrielle, American Chemical Society and American Electrochemical Society held at Rumford Hall, New York, January 13. The medal was presented by Dr. William H. Nichols. Dr. Ellwood Hendrick told of the early days of the medalist and Dr. W. R. Whitney of his achievements.

Alcohol Manufacturers Elect R. R. Brown

Members of the Industrial Alcohol Manufacturers' Association were guests at a dinner given by R. R. Brown, president of the U. S. Industrial Alcohol Corporation, at the Commodore Hotel, New York, January 11. The guest of honor and speaker at the dinner was Dr. James M. Doran, Prohibition Commissioner.

Dr. Doran in his address said that he was optimistic regarding the success of the recently inaugurated control policy of his bureau. He believes that over-production is one of the trade's biggest problems and that the control policy will

assist the industry in overcoming this and at the same time will insure adequate supplies of alcohol for medicine and industry. He thanked the members of the association for their assurance that prices would not be advanced on account of or under the new policy of the Bureau.

The annual meeting of the association was held on the same day and resulted in the election of the following slate: President Russell R. Brown, president of the



R. R. BROWN

U. S. Industrial Alcohol Co., New York; first vice-president, Philip Publicker, David Berg Industrial Alcohol Co., Philadelphia; second vice-president, Victor O'Shaughnessy, Rossville Co., Lawrenceburg, Ind.; treasurer, S. S. Neuman, Publicker Commercial Alcohol Co., Philadelphia; executive secretary, Lewis H. Marks; recording secretary, John J. Carroll.

Since the last meeting several of the group of larger manufacturers, not heretofore represented, have joined the association which now comprises virtually all of the leading alcohol manufacturers.

Eastern Beauty Trade Show in New York

The first annual Eastern States Beauty Show was held in the Hotel Pennsylvania, New York, January 9, 10 and 11 in conjunction with a meeting of the New York Ladies' Hairdressers' Association, Inc.

The program of the Association included instruction in the various branches of beauty culture and a banquet on the final day. There were about forty exhibitors in the trade show who displayed in their booths various appliances for use in beauty parlors and in a few instances perfumes and cosmetics as well. Both the show and the convention were well attended and considerable interest was shown in the booths of the various exhibitors.

Among the exhibitors the following manufacturers and dealers of cosmetics and toilet preparations were noted: Bliss Laboratories, Inc., New York; Boyer Chemical Laboratory, Chicago; James Densmore Co., Inc., New York; Eastern Laboratories, New York; R. A. Hudson Co., Auburn, N. Y.; Inecto, Inc., New York; Innovation Specialties Co., Chicago; Marinello Co., New York; Wm. Meyer Co., Chicago; Norida Parfumerie, New York; Rap-I-Dol Dist. Corp., New York; Wildroot Co., Buffalo; Carlyle Laboratories Inc., New York; Amorskin Corp., New York; Vanette, Inc.; P. D. Q. Nail Polish Co., New York; Carter & Co., New York, and Virozol Co., New York.

A. Ph. A. Convenes at Pittsburgh

The mid-year meeting of the American Pharmaceutical Manufacturers' Association, devoted strictly to business matters, was held at Pittsburgh, December 2nd and 3rd. President McNeil presided.

In his opening remarks Mr. McNeil stated that members of the organization are no longer pioneers, but pharmaceutical manufacturing specialists. He said, "As an industry, we must determine both for the physician and his patient, where the point of refinement should be, having in mind their best interests. From the economic viewpoint, standardization and simplification of formula and deletion of slow-selling items and obsolete packages tend to concentrate sales on a few items. This movement reduces costs and increases quality. It is safe and sound in principle, but should not be carried beyond the point where the service to the physician is impaired.

Outstanding features of the meeting were the reports of the Contact Committee by Dr. C. E. Vandorkloed; the Prior Rights Arbitration Board by Dr. A. S. Burdick; the Committee on Simplification and Standardization by R. M. Cain; the Committee on Returned Goods by W. H. Rorer; the Committee on Publicity by S. DeWitt Clough; and the discussion on the exchange of credit information. Discussion following the report of the Contact Committee, emphasized the necessity of defining reasonable tolerances to cover variations during and subsequent to manufacture which are beyond the control of the manufacturer using the best commercial practices. Discussion following the report of the Prior Rights Arbitration Board is expected to go a long way toward the solution of the problem of exclusive right to improved formula.

British Combine Forms Research Council

(Special Correspondence)

LONDON, January 10.—With the object of providing a co-ordinated body for determining the lines of general industrial research, Imperial Chemical Industries, Ltd., the big British chemical combine, has established a Research Council, which will be presided over by Sir Alfred Mond, chairman of the company.

The other members include three directors of the company, five members of the scientific staff of the company, and the following famous scientists: Professor F. G. Donnan, F.R.S., Professor of General Chemistry, University College, London; Professor Robert Robinson, F.R.S., Professor of Organic Chemistry, Manchester University; Professor W. A. Bone, F.R.S., Chief Professor of Chemical Technology, Imperial College of Science; Professor F. A. Lindmann, F.R.S., Professor of Experimental Philosophy, Oxford University; and Dr. E. K. Rideal, Lecturer in Physical Chemistry, Cambridge University.

New York Hairdressers Elect Officers

Officers for 1927 were elected at meeting of the New York Ladies' Hairdressers' Association at the Pennsylvania Hotel, December 14. Joseph W. Matthews was re-elected president; Harry M. Spiro, first vice-president; Mrs. Eleanor E. Harris, second vice-president; Louis Ernst, secretary; Mrs. Eleanor Krebs, financial secretary; Evelyn C. Ey, treasurer; and E. F. Seymour, sergeant-at-arms. The executive board named are Harry Silver, Mme. Elizabeth, Mme. J. Humble, Miss Erma Stein, Mrs. Kathryn Cleary, and Miss Eleanor E. Harris, Jr.

Beauty Industries Manufacturers' Plans

The Beauty Industries' Manufacturers' Association held a brief meeting on January 12 at the Hotel Pennsylvania, New York City. The purpose of the meeting was to explain the objects of the association and the reasons for its formation to members and prospective members and to enlist their support in the work which the association will soon undertake. The open meeting was addressed by William Meyer of William Meyer & Co., St. Louis, one of the members of the executive committee, who had much to do with the establishment of the organization. Mr. Meyer urged the value of co-operation to those engaged in the beauty industry and briefly outlined the purposes of the new association.

Following the open meeting an executive session for members was held at which time several important committees were named and other matters of importance in the initial work of the organization were discussed. At a meeting of the executive committee on January 7 in New York, the committee on constitution and by-laws reported and its report was considered and discussed at some length. A final draft of the by-laws, to be submitted to the membership, was approved.

One of the first tasks of the association will be the stabilization of credits in the industry through a well-organized credit bureau. It is also planned to hold two expositions each year to which the public will be admitted on certain days. This is an innovation in the industry and one which the officers of the association believe will be of distinct benefit to the manufacturers.

Dates for the forthcoming trade shows have not yet been set, but one will be held at Chicago or some other convenient Mid-Western point and one probably in New York. They will be operated on entirely different lines than the present trade expositions in the industry.

Salesmen Frolic at the Brevoort

The Salesmen's Association of the American Chemical Industry held its annual Christmas Party at the Hotel Brevoort, New York City, on the evening of December 28, when about 150 members gathered for a banquet and special entertainment. The affair was a complete success in every way and an element of surprise was offered in the distribution of the *Chemical Peddler*, a publication gotten out, with many clever witticisms, especially for the occasion. Professional entertainment was provided which kept the members at a high pitch until a late hour. The committee that arranged the affair was composed of H. B. Prior, chairman; F. A. Koch and Wm. Mueller.

Olive Oil Association's New Activities

The Olive Oil Association of America, Inc., has entered upon a new era of trade activity. It has engaged De Witt C. Reed as executive secretary and has established a trade magazine called *Olive Oil*, with Mr. Reed as editor. Headquarters are at Room 471, 50 Church street, New York. No. 1, Volume I, of *Olive Oil* is at hand and is an interesting number. It contains a list of the officers and members of the association, constitution and by-laws, and several special articles of value to the trade. C. A. Tosi, president, reviews the history and purposes of the association and plans are outlined for its future activities.



The annual sales convention of the Cutex organization was held in New York, January 3 to 5, inclusive. The Cutex sales force consists of fifteen men.

The purpose of this convention was to review the year's activity and to present and discuss the plans for the coming year. One of the high spots of the convention was the introduction of the new display material planned for 1928.

The rapidly changing conditions in the toilet goods business, of course, are reflected in the manicuring field. In this connection, several new items in keeping with modern tendencies were introduced to the sales force. Formal announcement of these new products will be made as soon as possible, both to the trade and to the public.

Representatives from the J. Walter Thompson Advertising Agency presented the program for the coming year.

The Northam Warren Corporation, in addition to Cutex, owns the Elcaya Co. The plans for Elcaya face creams for 1928 were presented and a vigorous advertising program was presented by representatives of Pedlar & Ryan, Inc., who direct the advertising for the Elcaya face creams.

Interesting information of two important changes in the perfume industry have reached us during the last few weeks.

The Paris firm of Lenthaleric has been taken over by E. R. Squibb & Sons, New York City. Lenthaleric was organized about 50 years ago in Paris and its principal offices are still located in that city. It has been represented in this country by Lenthaleric, Inc., 389 Fifth avenue, for several years and has enjoyed a wide distribution for its perfumes and other preparations. The first reports were to the effect that E. R. Squibb & Sons had taken over the American distribution of the products of Lenthaleric, but the company later advised us that the arrangement was more far-reaching and that Lenthaleric would in the future operate as a subsidiary of E. R. Squibb & Sons.

We have also been advised through trustworthy sources that Coty, Inc., has taken over the business of Marie Earle, Inc., New York. Officials of both companies, however, refused either to confirm or deny the reports at this time. The house of Marie Earle opened its first establishment in Paris in 1910 under the name Institut Marie Earle,



SALES CONVENTION GROUP OF THE NORTHAM WARREN CORPORATION

The entertainment provided for the sales force consisted of luncheons, dinner and theatre parties throughout the period of the convention and terminated with a dinner and dance for the entire organization, held at the Hotel Commodore on the night of January 5. Northam Warren, president, is the fourth seated figure from the left in the photograph.

at 279 rue St. Honoré. Miss Earle had secured her original formulae from her uncle, Dr. Herbert Bastable, a physician in Harley street, London, and a graduate of Trinity College, Dublin. The success of her Paris establishment was such that in 1918 she decided to open a salon in New York and located on Madison avenue, where she remained for eight years. The salon and offices were moved early in 1926 to a

Fifth avenue address, directly opposite the present establishment at 660 Fifth avenue, where they remained until moved to the present quarters about a year ago. The business has been very successful and Miss Earle has built up an excellent organization which has measurably increased the business during the last few years.

Philadelphia's latest addition to the city's many institutions of learning, the new building for the Philadelphia College of Pharmacy and Science, has just been completed and will be fully equipped and occupied the first week in January. The new College building is located at 43rd Street and Kingsessing avenue, not far from the University of Pennsylvania, and presents many unusual features not to be found in other educational structures.

The architectural style of the building is Colonial of the Georgian type. It is constructed of reinforced concrete, faced with dark red brick laid in Flemish bond and trimmed with buff Indiana limestone. On the Kingsessing avenue, or main front, the structure is three stories in height, while on the 43rd street side, the building is four stories high. On all four sides, unobstructed daylight for the class rooms and laboratories is always assured.

One of the unusual features of the building is that it is built entirely above ground, with no basement rooms. By reason of the angular form of the structure, it was



PHILADELPHIA COLLEGE OF PHARMACY

possible to provide daylight in every room without resorting to light courts or light wells. Throughout the building special consideration has been given to the question of acoustics.

Dr. Wilmer Krusen, the new President of the College, the Trustees and the Faculty are now making elaborate plans for the formal occupancy of the building this month, which will bring to Philadelphia a large and distinguished body of men and women interested in educational and scientific matters.

Jack Beverages, Inc., has moved to 116 Imlay street, Brooklyn, N. Y., from its former address at 235 East 47th street, New York City. Space has been secured in building number ten of the New York Dock Co., a modern daylight factory building where adequate manufacturing and office facilities are provided. The company reports the change was necessitated on account of the steady increase in its business which resulted in its outgrowing its former address. Dr. Frank M. Boyles is president and L. Wise is treasurer.

In connection with the recent reorganization of Woodworth, Inc., Ralph H. Aronson has been elected president of the company. Chauncey C. Woodworth has retired, but there will be no change in the policy of the new corporation.

A general sales conference of Eastern representatives of the Palmolive-Peet Co., was held at the Waldorf, New York City on December 31. About 37 salesmen from the New York Metropolitan territory were present. After luncheon, there was a general discussion of sales problems arising in the territory and plans for the coming year were considered. Reports made at the meeting indicated that 1927 sales had shown a substantial gain and those in attendance voiced the belief that the coming year would show a further increase in the company's business in the New York district.

The Lovafore Sales Co., Inc., 130 West 42nd street, New York, has added the names of Henry Marshall Olmsted and Alfred Clarence Hauser to its Board of Directors. The company was recently incorporated under the laws of the state of New York and will distribute the "Ephy" line of cosmetics, as well as products of other manufacturers which it represents in New York State.

Colonial Hygienic Co., Chicago, Ill., announces a change of name effective January 1. In the future the company will be known as Martha Turner Cosmetics, Inc. In addition the capitalization of the company has been increased. A general program of expansion is planned, but no change in the personnel or general policies is contemplated.

Sagamor Metal Goods Corporation celebrated its first anniversary in conjunction with its Christmas party. The anniversary came the first week in December when a large bouquet of flowers was presented to George Gussoff and Simon Morrison, who founded the company, by members of the organization.

Charles D. Edwards, president of Benjamin French Co., New York City, sailed on the *George Washington* January 4 for a month's trip to Europe. Mr. Edwards expects to visit Descollonges Frères, Paris and Lyon, and also Pilar Frères, Grasse, for which houses his company acts as American representative. He also intends to bring back with him several specialties which his firm has not previously offered.

Through an unfortunate typographical error, the wrong address was given in the description of the building of A. C. Drury & Co., Chicago, which appeared on page 588 of our December issue. The company has one of the most central locations in Chicago at 106 East Austin avenue, being actually in the shadow of the Wrigley Building and the Tribune Tower.

Parfumerie St. Denis, New York, manufacturer of St. Denis bath crystals and toilet accessories, has appointed the Lyon Advertising Agency, Inc., New York, to direct its advertising account. Newspapers and magazines will be used.

Perfumers and chemists will undoubtedly be interested in the announcement which appears in the form of an insert between advertising pages 48 and 49 in this issue. The opportunity of creating the selected odor and the prestige which will come to the successful contestant should be incentive enough without the monetary prize announced by the advertiser. The conditions are simple and easy. What perfumer will win?

Control of Hewitt Bros. Soap Co., Dayton, Ohio, has been purchased by the employees and present officers of the company. At a meeting held in Dayton January 17 plans for the future organization of the company were considered and the following officers were elected: President, James M. Hewitt; vice-president, Martin F. Schultes; treasurer, Lyman G. Holsey, who was formerly vice-president; and secretary, Samuel L. Finn, prominent Dayton attorney. The following in addition to the officers, were elected members of the board of directors: I. G. Renner, factory superintendent, L. H. Gebhart of Gebhart Folding Box Co., Dayton; and Frank Dinwiddie.

The company was organized 44 years ago by the father and uncle of the present president. It has long specialized in the manufacture of flake soaps, toilet soaps and other soap products and has been very successful in building up its business. During the last five years the plant has been considerably improved and this policy will be continued by the reorganized company.

President Hewitt, at the recent meeting, stated that the company had had an excellent year and that he expected that the coming year would show a further substantial increase in the business.

The Reich-Ash Corporation and its subsidiary companies the Silvercraft Specialty Co., and the Antique Novelty Box Co., all of New York City, with plants at Providence, Arlington, Newark, and Newburgh invited all heads of manufacturing, sales, advertising, credit, and bookkeeping departments to a dinner in the Goldgrube on Saturday, December twenty-fourth.

After the president, Sidney Ash, had given in detail the progress of the business during the year, the toastmaster, Monroe Loeb, vice-president, introduced J. B. H. Ash, secretary of the companies, who delivered a bonus in gold to every person. On the previous day, at a dinner tendered to all of the employees of the manufacturing end a bonus was presented to each one, as had been done each year for many years past.

The corporation and its subsidiary companies have announced that they are going ahead with their program of expansion. Toward this end Louis Warshaw, superintendent for the last ten years, has left for Chicago, where he will open a branch office and warehouse. Robert Goldberg, chief of the packing department, will co-operate. Negotiations for the erection of a \$100,000 plant in Bloomfield, N. J., for the manufacture of metal novelties, are being completed; and already the company has contracted for the entire output of the plant. The Antique Novelty Box Co., one of the subsidiaries, has announced the appointment of Thomas A. Mulverhill as sales representative for New England and the metropolitan territory. The Silvercraft Specialty Co., another subsidiary, has added two new men to the Southern territory, Samuel Feldman and Max Salsitz.

Later in the year the corporation plans to open a warehouse and office on the Pacific Coast, which will be in charge of Roy Livermore, who now represents the company in Los Angeles. The export department has been put in charge of L. W. Nusbaum, and plans are being made to materially increase this business, particularly in Scandinavian countries where the company is represented by O. A. Olsen, of Copenhagen; in Australia where it is represented by W. M. Hopkins & Co. of Sydney, and in South America where it is represented by Melchor, Armstrong & Dessau.

Distribution warehouse and laboratories have been erected for the use of the American branch of Yardley & Co., Ltd., perfumers and toilet soap manufacturers of London and New York. The new building tops the rise of ground overlooking the Hudson River in Hoboken, directly opposite the foot of West 14th street, Manhattan Borough, New York City. The investment, including site, building and equipment, is reported to represent a sum close to \$500,000. The building is now completely occupied by the company and full production has been in complete swing since the first of the year.

The architects, Lockwood, Greene & Co., designed a model modern fireproof structure of three stories and basement with dimensions of 80 by 160 feet. The material used was flat slab concrete, with ample lighting and the protection of automatic sprinklers.

The ground floor is arranged for the shipping department, with offices, storage and assembly rooms on the second floor. On the top floor space will be used for rest rooms and a luncheonette for the employees, of whom there are now 150 at work in the new building.

Adjacent to the warehouse the company plans to construct model homes for the executives and other employees. Between the dwelling section and the warehouse there will be a landscaped plot of shrubbery and small trees, making altogether a most attractive environment.

Yardley & Co., Ltd., only within the last few years decided to make an aggressive campaign for American business, and



NEW BUILDING OF YARDLEY & CO., LTD.

since then has carried out an elaborate advertising policy, using rotogravure and black and white in magazines and newspapers. The new building and the preparations for further expansion testify to the success of the firm's decision to invade this market. Much credit for the development is given to Cecil Smith, vice-president, who is at the head of the American branch.

The sales offices of the company will be continued in New York City under the care of Curtis Campaigne.

Mr. Campaigne has been appointed by Yardley & Co., Ltd. as American sales manager. He is a new-comer to the toilet preparations industry, having been engaged in other lines. He has been interested in sales management and sales problems for many years and has been an active sales manager for about fifteen years. He was formerly with Cluett, Peabody & Co., manufacturers of shirts and collars. It has been announced that the sales force of Yardley & Co. will be expanded materially in the near future and the advertising appropriation increased.

Georges Klotz, president of Pinaud, Inc., New York, and one of the owners of Parfumerie Ed. Pinaud, Paris, sailed on the *Paris* January 13 after a visit of several weeks to the American company. Mr. Klotz expressed himself as gratified with the reception which has been accorded to Pinaud products during the last year and was very optimistic on the outlook for future business in this market. During his stay in New York plans were made for further expansion in the marketing of the products of the company and several changes were also made in the organization.

Charles Curtis, who formerly represented the company on the Pacific coast, has been transferred to New York where he will have charge of certain phases of sales promotion work. Wilfred Scott, who was formerly connected with Bourjois, Inc., as sales manager, has been appointed representative of Pinaud, Inc., on the Pacific Coast.

William H. Ewing is now the Chicago representative, having been transferred from the Pennsylvania-Maryland-District of Columbia territory. He succeeds Eugene A. Siefert who has resigned. Ray H. Halsey, who was formerly Mid-Western representative, now has charge of the Pennsylvania-Maryland-District of Columbia territory.

McKesson & Robbins, Inc., Bridgeport, Conn., manufacturer of Calox, Analax, etc., has appointed Hanff-Metzger, Inc., New York advertising agency, to direct its advertising account.

Caswell A. Mayo, Phar. D., died suddenly January 13 in Cincinnati, Ohio. Dr. Mayo was born in Columbus, Miss. and received his early education at the local preparatory schools. He was graduated from the Philadelphia College of Pharmacy and Science with a degree of Ph. G. and was later awarded a Master's degree by the same institution. He taught for some time in the Cincinnati College of Pharmacy where he was awarded the honorary degree of doctor of pharmacy.

Dr. Mayo devoted his life to educational and journalistic work in connection with his profession. He was at various times editor of the *American Druggist* and associate editor of the *New York Medical Journal*, editor of the *Therapeutic Digest*, *Gaillard's Medical Journal*, the *Druggists' Circular* and the *Oil, Paint and Drug Reporter*. In 1925 he was appointed dean of the New Jersey College of Pharmacy, Newark, N. J., a position which he held for a little more than a year, returning to his journalistic work with the *American Druggist*. When this magazine was taken over by the International Magazine Co., Dr. Mayo retired from that position and has since been doing consulting and literary work.

He was active for many years in work of the American Pharmaceutical Association and was elected to the presidency of that organization in 1921. He was also an honorary member of the New Jersey Pharmaceutical Association and of several other scientific societies. Two daughters and two sons survive.

Funeral services were held in Brooklyn, January 17 and burial was in Evergreen Cemetery.



THE LATE CASWELL A. MAYO

Allen Barnard Wrisley, founder of the Allen B. Wrisley Co., of Chicago, and one of the oldest soap and perfume manufacturers in the country, died after an operation on December 19 at Johns Hopkins Hospital, Baltimore, as briefly noted in our last issue. He was in his 91st year, having been born near Gill, Mass., in September, 1837.

Mr. Wrisley arrived in Chicago in 1861 and started the soap business with one small vat housed in a one-story frame



THE LATE ALLEN B. WRISLEY

building. The enterprise grew and by the time of the Chicago fire he had built a large plant in Kinzie street. His business was a total loss but he started again on Halsted street and later moved to 19th and Halsted streets. Fire attacked him again after he had built a six-story plant at 915-25 South Wells street, but the wreckage was cleared away and new buildings went up. This plant was demolished last year. At present his company is using the Armour

soap works and maintains its perfume laboratories at 39th street and Winchester avenue. Two striking events occurred in the life of Mr. Wrisley in the last two years. At the age of 89 he married his third wife, Mrs. Elizabeth Ladwig Wrisley, who was with him at the time of his death. Last year, when his soap plant at 915-25 South Wells street was destroyed by fire, he took active charge at the crisis.

While the flames were still burning the plant that represented sixty-odd years of his life's work, the veteran manufacturer opened offices in State street and met all financial obligations. Four days after the fire he had 3,000,000 pounds of soap in the making.

Mr. Wrisley's death followed closely announcement of the coming realization of his most cherished business dream. The company had just started work on a new million dollar plant in the Clearing industrial district.

Through all the years of business conflict marked by crises brought on by three fires and the general industrial troubles of unsettled times Mr. Wrisley had continued his active interest in the civic affairs of Lombard, where he settled almost sixty years ago.

As far as is known he was the first daily commuter to Chicago from that village. With exception of the times of illness and absence on business missions he rode the Chicago and Northwestern trains into town every working day for ten years more than a half century.

Raquel, Inc., perfumes and toilet preparations, New York City, recently increased its capital stock from 2,000 to 55,000 shares, of which 5,000 are preferred, \$1 each; 50,000 common, no par. Subsequently a certificate was filed changing the company's name to the Y. Perfume Corporation of New York.

Samuel R. Shapiro, president of the National Soap and Perfume Co., Chicago, Ill., was a visitor to the trade in New York territory during the Christmas holidays. While here he attended the annual Christmas Party of the Salesmen's Association of the Chemical Industry.



SALES GROUP OF THE VIRGINIA DARE EXTRACT CO., DR. B. H. SMITH SIXTH FROM RIGHT, FRONT ROW

Virginia Dare Extract Co., Brooklyn, N. Y., held its annual sales convention January 5 to 7. Practically all of the representatives of the company were present at the meeting and the entire three days were utilized in constructive talks by the various salesmen and executives.

The afternoon of the first day was devoted to a special meeting for men selling extracts to bottlers. L. H. Willis, V. B. McDaniel, D. R. Webner, Andrew O'Shea and V. R. Adams addressed this group on the various problems which they would meet in their work. The evening and following morning were given over to a meeting of the honor group of salesmen and to personal appointments with B. H. Smith, president of the company and Miss S. B. Blackwell.

The first general session was addressed by Dr. Smith, who gave an interesting and forceful talk on the prospects for future business. W. R. W. Nichols, C. I. Heritage, W. A. Wrench and G. W. Martin also gave the salesmen the benefit of their valuable experience at this session. After luncheon, which was attended by the entire group, the meeting was resumed with talks by L. E. Smith, Miss S. B. Blackwell, H. E. Dessender, H. G. Bomer, and W. R. Roberson, while in the evening the salesmen enjoyed a theater party.

The final day of the convention was occupied with discussion of the price list and products for 1928. The two sessions on this day were addressed by H. E. Dessender, T. C. Bacher, S. Sabel, R. T. Moncure, E. Brennan, W. Nowland, J. L. Marshall, C. J. Plock, W. P. McNeer, L. E. Vicksell, J. L. Gamble, M. J. Ryan, A. J. Hildebrandt, A. H. Hohns, C. W. Diggs, C. P. Allen, Carl O. Obst, A. F. Stetter, S. A. Byram, W. F. Koehne and W. A. Wrench. In the late afternoon a "court of new ideas" was held, the opening talk being given by Mr. Hegarty who spoke on "My Customers' Record and Notebook."

Perhaps the most enjoyable feature of the gathering was the banquet held at the Bohemian Coffee Shoppe in New York. The entire menu was flavored with Virginia Dare products. That this sumptuous dinner was thoroughly enjoyed was proven by a remark made by the manager of the cafe that "never before in the history of my restaurant experience have I noticed all of the dishes returned to the kitchen absolutely clean."

Guests of honor and speakers at the banquet were Dr. James W. Kellogg, director-chemist, Pennsylvania Bureau of Foods and president of Association of State and National Food and Dairy Officials; Prof. Lewis B. Allyn, director, Westfield Testing and Research Laboratories; Harry DeMotte, president Mechanics' Bank of Brooklyn; William B. Hatfield, past president American Bottlers' of Carbonated Beverages; George Nowland, president, Grocery Specialty Manufacturers' Representatives, and Julian S. Eaton, attorney, vice-president, Virginia Dare Extract Co.

The prizes for exceptional work during the year were also presented at the banquet. The 1927 prize winning team was "The Buttons." Individual prize winners were C. I. Heritage, W. A. Wrench, W. P. McNeer, J. L. Marshall, H. E. Dessender, S. A. Byram and Edward Brennan. The accompanying photograph shows the group which attended this interesting convention.

Charles F. Butz, head of the perfumery manufacturing department of Colgate & Co., Jersey City, N. J., retired January 15, after a connection with the company of 42 years. Mr. Butz joined the company on his 16th birthday in a minor capacity and by industry and careful attention to detail worked his way up to the responsible position of head of the perfumery manufacturing department which he held for many years.

Frank Factor, of Max Factor & Co., Los Angeles, Cal., was a recent visitor to the trade in New York City and Chicago. While in Chicago he opened a branch office at 444 West Grand avenue. Later the firm expects to open an office in New York City. Associated with Max Factor, president, in the management of the business are his three sons, Frank, Davis and Louis Factor, and two son-in-laws, Max Feuerstein and Abe Shore.

Parfumerie Ducharme, Chicago, Ill., has moved to more convenient quarters at 58160 West Washington street. The former address was 186 North LaSalle street. The telephone number remains Central 3469.

The Meritol Corporation, formerly of Decorah, Iowa, has moved its executive offices and sales promotion department to Des Moines, Iowa, where its headquarters will be located in the future. The company has also secured an option on about 17,000 square feet of fireproof warehouse space in Des Moines and will use it as a distributing center.

The company adopted this plan because of the excellent railroad connections and the faster service which it could render to its customers in the new location. It was felt that Des Moines is becoming known as a cosmetic and pharmaceutical center and that it would be an advantage to the company to be located in that city. An extensive advertising program is in course of preparation for 1928, featuring a new line of packages and special window displays.

The company was organized about twenty years ago at Decorah as the American Drug & Press Association. It has enjoyed a very successful career from the start and especially since it was incorporated and the name changed to Meritol Corporation. The company has a capital stock of \$1,000,000, of which \$350,000 has already been issued and an additional \$150,000 is to be put in the business this year to take care of the expansion program.

The corporation owns a three-story factory, laboratory and office building and two warehouses at Decorah. The factory is to remain in that city because of the very satisfactory labor conditions and the low taxation rate.

Lloyd Waddell, of Des Moines, has just been elected president of the corporation. He is also president of the Mid-



LLOYD WADDELL



MERITOL CORPORATION PLANT AT DECORAH, IA.

West Securities Corporation, American Investment Co. and the Des Moines Duplicating Co. Harry B. Winter is vice-president and sales director. He has been connected with the medicine and cosmetic business for many years. I. W. Brunt is secretary and chief chemist. E. J. Parman is treasurer. B. F. Spry, formerly sales manager of D. Weeks & Co., is a director of the Meritol Corporation and in charge of publicity. W. L. Kern and Harold Gordon make up the rest of the board of directors.

Officials of the Procter & Gamble Co., which recently purchased William Waltke & Co., St. Louis, announce that they intend placing all employees of the plant on a 50-hour weekly basis, the same as is in effect at their other plants, instead of the 54-hour basis as heretofore. Wages for the week will remain the same, which is tantamount to a slight increase on the hourly basis.

It is also planned to turn out other well known brands of Procter & Gamble soap products at the St. Louis plant, with the result an additional 100 employees eventually will be added to the plant, which now employs 400.

The already extensive production of soap and by-products of Procter & Gamble's Kansas City plant will be augmented soon. To this end, a five-story building is approaching completion on the grounds of the company's plant at 19th street and Kansas avenue in the Armourdale district. The management declined to designate the commodity other than to say it would be a soap product until now not included in the line of manufactured articles of the Kansas City plant.

The new factory unit is a metal building supported by a steel frame and enclosed by sheet metal walls. Its ground area is 36 x 90 feet. On the five floor levels there will be an aggregate of 16,000 square feet of floor space.

The American Druggists Syndicate held its annual sales convention at the McAlpin Hotel on Friday, December 30.

All of the salesmen east of the Mississippi River were in attendance, and the convention was addressed by T. J. McHugh, chairman of the Board of Directors; E. J. Rosenwald, vice-president; S. Antonow, general advisor, and by the other department executives of the company.

Samuel Antonow, former attorney for the Chicago Retail Druggists Association, addressed the convention on the subject of the close affiliation that existed between the A. D. S. and the independent retail druggists of the country. He pointed out to them the scope of the A. D. S. organization and the tremendous progress that it has made during the past 16 months under the Schulte management.

The new plans for 1928 were outlined to the salesmen and were accepted with very great enthusiasm. The convention as a whole was a huge success, and the salesmen were encouraged by the increased possibilities that existed in the current year for increasing the business by tying the retail druggist up closer to the policy of the A. D. S. and its merchandising plan.

Walter H. Wiseman, formerly sales manager of the opal department of The Monongah Glass Co., Fairmont, W. Va., has resigned from that connection to become general sales manager of the American Metal Cap Co., Brooklyn, N. Y., succeeding P. C. Doyle.

Mr. Wiseman has already moved to New York to take up his new duties. He has been identified for years with the glass industry in all parts of the country, and brings an unusually wide experience with him to his new connection.

Miss Lottie A. Daigle, proprietor of Mavan Products Co., Lewiston, Me., was married on December 26 to Elbridge J. Jacques at Lewiston. Miss Daigle was formerly employed by W. V. Anderson & Co. and later established her own business, which has been very successful. Mavan Products Co. manufactures a line of toilet preparations. We extend our best wishes to Mr. and Mrs. Jacques.

We have just received specimens of the handsome new packages which in the future will be used for the products of the Elcaya Co. These packages are distinctive in design and each of the Elcaya products is now identified by a single word denoting the purpose of the cream which appears at the top of each package. The packages are white, with the design and printing done entirely in brown and not in green as was stated in the initial announcement which appeared in our December issue.

Commercial Laboratories, Inc., Newark, N. Y., in a two page announcement on advertising pages 84 and 85 of this issue call attention to an entirely new product of the company. This is a shaving cream of a different character for which the company claims many advantages over other similar products.

Thomas P. Kelly, assistant sales manager of B. T. Babbitt, Inc., New York, Babbitt's cleanser, Bab-O solvent, etc., has been made Eastern sales manager. He succeeds Louis J. Gumpert who, as previously reported, has been made general sales manager.

Houbigant, Inc., New York City, has moved its show-rooms from the old address at 16 West 49th street to a more attractive location at 660 Fifth avenue.

John Powell & Co., Inc., importers and dealers in crude drugs and other raw materials, have moved to more convenient offices at 114 East 32nd street, New York City. New telephone numbers are Caledonia 1770-1771.

The national sales convention of the House of Tre-Jur was held at the Hotel Roosevelt from December 19 to 21, 1927. Following the banquet at the Hotel Knickerbocker, Albert Mosheim, president of the company, entertained those present at the convention at the Ziegfeld production, "Rio Rita."

This convention was not only the biggest but also the most successful one ever held in the history of Tre-Jur. In three days of discussion, many new plans for 1928 were

We have received a card from Dr. Marston T. Bogert, Columbia University, mailed from Praha, Czecho Slovakia, where he attended a meeting on International Relations at Charles University. Dr. Bogert also spent some time in Paris where he visited establishments of leading perfume and raw material houses.

The far-reaching character of our industry is evidenced by an announcement of the Hercules Powder Co., Wilmington, Del., which appears on advertising page 61 of this issue. It seems a far course from manufacturers of explosives to the production of raw materials for perfumery, but this company is finding an outlet in the industry.

Addington Doolittle, secretary of Compagnie Parento, Inc., Croton-on-Hudson, New York, has returned from a month's European trip. Mr. Doolittle spent practically all of his time in Grasse and Cannes observing conditions in the flower growing section. He commented particularly upon the severe frosts and snows which covered the Alpes-Maritimes section late in December and caused heavy damage particularly to the orange trees. He expects higher prices of neroli and other orange products next season as a result. Mr. Doolittle also visited Pierre Dhumez & Co., Vallauris, for which his company is American representative.

Franks Chemical Products Co., Brooklyn, N. Y., has completed the installation of new equipment in its plant in the Bush Terminal. The improvement was made necessary according to Joseph Franks, president, in order to enable the company to keep pace with its growing volume of business.

brought up. In January, the company expects to inaugurate several new policies of interest to the trade. Plans were made for the biggest national advertising campaign they ever held.

Several new items were announced in the "Joli Memoire" and the "Charvai" lines. The sales force was unanimous in predicting that, with the new policies and new items, a tremendous increase in Tre-Jur sales for 1928 would be forthcoming.



BANQUET OF THE HOUSE OF TRE-JUR

A regular sales conference of the Eastern representatives of Morana Incorporated, was held in New York on December 30. Seven salesmen covering Eastern states and the officers and executives of the company attended. The session was strictly a business one and an effort was made to limit the discussion to definite sales problems and to avoid generalities and extraneous matters. Carl Schaezter, president; W. H. Rowse, vice-president and sales manager and Walter Mueller, secretary of the company, spoke on important sales topics and the conference ended with general discussion of sales methods and conditions.

A conference of the Western salesmen was held in Chicago, January 11. About the same number attended. Mr. Schaezter and Mr. Rowse addressed the Western salesmen at this meeting which followed the lines of the Eastern conference. Mr. Schaezter has been spending about two weeks visiting the trade in the Middle West and calling on the representatives of the company in that section.

Stuart Brothers Co., Limited, Montreal, distillers and manufacturers of fine flavors and essential oils, have opened a Toronto service office for the convenience of their patrons, this being another step in their plans for serving the trade to the best possible advantage. They maintain branches at Winnipeg, Man.; Vancouver, B. C., and Jersey City, N. J. The Toronto office is located at 92 Sherbourne street, under the management of W. M. Campbell, who has been with the firm for many years. Mr. Campbell will look after the territory and will be assisted by W. H. Richmond who recently joined their staff.

Russell R. Sloan and Clarence N. Peacock have organized Russell R. Sloan & Co. with offices at 81 Fulton street, New York City. The new company is engaged in the purchase and sale of vanilla beans and geranium and lavender oils.

Mr. Sloan who is well known in the vanilla bean industry terminated on December 31, a connection of 23 years with Dodge & Olcott Co., New York. He served as secretary, treasurer and later as first vice president of that company and was for many years manager of the vanilla bean department.

Mr. Peacock has been a promoter of several industrial enterprises. He is a son of A. R. Peacock who was for many years associated with the late Andrew Carnegie as a partner in the Carnegie Steel Co. When the U. S. Steel Corporation was formed, Mr. Peacock retired from active association with the business.

The new company has a warehouse and office facilities in Marseilles under the direction of Charles Pennington; it will also maintain facilities in Madagascar, Reunion, France and England, and curing establishments will be maintained in Mexico under experienced direction. Renato del Cueto, whose father is manager of the Mexican curing establishment, has become connected with the New York office.

W. A. Ingersoll who has been located in Marseilles for the past ten years is connected with this company, making his headquarters in New York.



RUSSELL R. SLOAN

E. N. Rowell, president of E. N. Rowell Co., Inc., recently quietly celebrated a birthday which rounded out another decade of his interesting career. We hesitate to state exactly which decade it is, since his energy and vigor would belie the statement. It is our sincere hope and expectation that he will enjoy many more years and eventually reach the century mark with his vigor unimpaired. Mr. Rowell's company is one of the pioneers in the paper box industry and was the first to manufacture the round box type.

With Mrs. Rowell, he left a few weeks ago for his beautiful Florida home at Rockledge, where they will



E. N. ROWELL AND MRS. ROWELL

spend the winter. They will return as usual in the spring when Mr. Rowell will again assume the strenuous round of duties which seem to make him ever younger.

The accompanying photograph of Mr. and Mrs. Rowell is a section of a motion picture film taken by the EDITOR on a recent visit to the Rowell home in Batavia.

Abbott Laboratories, Inc., Chicago, has purchased the plant and business of John T. Milliken & Co., manufacturer of pharmaceuticals at St. Louis, Mo. According to announcement by Dr. A. S. Burdick, the Milliken plant will be operated and the usual line of Milliken products produced under the new ownership.

Congratulatory messages continue to come to W. G. Ungerer upon his recent decoration by the French government. One which Mr. Ungerer prizes very highly reads as follows, in translation:

"DEAR MR. UNGERER: The Association of Widows of the War and the Cantonale Section of the 'Pupils of the Nation,' at Grasse, has afforded me great pleasure by requesting me to send you their warmest felicitations upon the occasion of your nomination to the rank of Chevalier of the Legion of Honor.

"This distinctive honor is the just recognition which France owed to one who came to our assistance during the War, as well as after the War.

"The Grasse sufferers of the War, whom you aided so unselfishly, were overjoyed to learn of this good news. They ask you to please accept their best wishes and be assured of their affectionate gratitude.

"Please permit me to join with them in wishing you a very Happy New Year and in extending my heartiest congratulations.

"PRESIDENT OF THE CANTONALE SECTION OF
THE 'PUPILS OF THE NATION' AT GRASSE,

Friends of Jean Martin, vice-president of the French-American Glass Co., New York City, will be glad to learn that he has completely recovered from a severe case of pneumonia which confined him in a New York hospital for over six weeks.

Following a brief rest in the city, Mr. Martin sailed on the *Paris*, January 13, for a two months' stay at his home in Paris. While he will be in conference with Jules Bayet, president of Cristalleries de Nancy, for which his company is sole American agent, he will spend the greater part of his time recuperating. During his absence, Andre Griffon will be in charge of the affairs of the French-American Glass Co. and an interesting announcement is expected from the company.

Harold Bowman, general manager of the plant of the Standard Oil Co., at Bayway, N. J., made a recent Western trip during which he stopped off at Cincinnati for a round or two of golf with E. E. Finch, general manager of the Karl Kiefer Machine Co. We have no record of the scores, but we believe Mr. Williams of the Standard Oil Co., who accompanied Mr. Bowman, was the winner from the comment on the game and on Mr. Williams' pet "driver-brassie-mid-iron-spoon-mashie" contained in the latest issue of *The Superintendent*, house organ of the Kiefer company.

The annual sales convention of Givaudan-Delawanna, Inc., manufacturers of synthetics, was held in New York on December 29, 30 and 31, 1927.

On the first day of the meeting sales problems, the principal products, and conditions of the perfume industry were discussed and plans roughly laid out for 1928. These discussions carried through the morning of the next day. The afternoon of the 30th was devoted to consideration of the problems of co-ordination between the sales and production departments, hence the plant managers were also present at this meeting. The informality of the sessions fostered discussions which were very enlightening.

On Saturday morning, December 31, the salesmen were conducted through the factory at Delawanna, N. J., by Dr. Szamatolski, the executive plant manager. The visit was

The DuPont Cellophane Co., on January 1, moved their general sales office to the new Park Avenue Building, located at 32nd street and Fourth avenue, New York City. They were formerly at 40 West 40th street, New York City.

It has been necessary to remove to these new and larger quarters at this time to take care of the substantial expansion in the organization due to the volume of Cellophane business being handled.

From its original application as a wrapping material in the candy industry, the use of Cellophane has spread to over thirty important industries. Chief among these are the meat, baked goods, dried fruit, toilet preparation, soap, textile and fish industries.

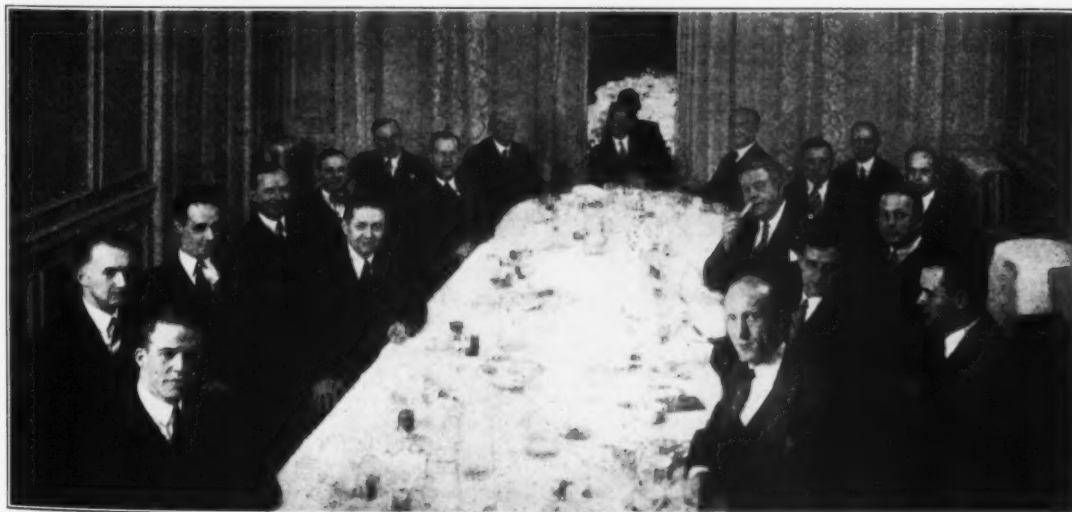
Charles A. Tome, vice-president of the Bond Manufacturing Corporation, Wilmington, Del., was operated on in the Homeopathic Hospital, Wilmington, for acute appendicitis late in December. We are pleased to report that the operation was completely successful and that Mr. Tome convalesced rapidly and is now in good shape.

E. M. Laning, president of the company which bears his name, spent the holidays in the woods of South Jersey enjoying his favorite sport of hunting. Soon afterwards he left on a six weeks' trip to the Middle West and South.

made of more than ordinary interest by Dr. Szamatolski's interesting and pertinent explanation of the points of chief interest in the various processes. The plant has been considerably expanded in the past year in order to have adequate facilities to handle the increasing demand for their products. This expansion impressed those who had not seen the factory recently, judging from the comments made.

The annual banquet was held at the Hotel Brevoort on Thursday evening, December 29. This was more in the nature of a social get-together, for representatives of the factory were present, as well as the sales forces. Dr. E. C. Kunz, executive manager of the firm, made a short talk about the work of the personnel of the various departments.

The new members of the staff were introduced, and the nature of their work briefly explained.



SALES CONVENTION GROUP OF GIVAUDAN-DELAWANNA, INC., DR. KUNZ AT HEAD OF TABLE
AND DR. SZAMATOLSKI AT HIS LEFT

Cards have been received announcing the birth of James Coleman Maneck on November 23. The young gentleman is a grandson of O. A. Brown, formerly head of O. A. Brown Co., Inc., New York.

William H. Barlow, treasurer of the E. M. Laning Co., Inc., who has been active in the alumni work of his alma mater, Pratt Institute, Brooklyn, N. Y., since his graduation 13 years ago, has just been elected president of the Pratt Institute Alumni Federation, which will coordinate the alumni activities of the five schools of the institute, numbering 10,000 graduates. He has served as president of the Industrial Chemical Engineering Alumni and more recently as chairman of the Alumni Council of the School of Science and Technology.

A tribute to his ability was published in the quarterly issue of *Pratt Tech News*, which said in part:

"Whoever watched Bill Barlow in action as a member of the 40th Anniversary Committee—where he came in contact with the men and women representing other school associations—knows that he is the right man for the job of heading the Federation in its infancy. He is the logical candidate of all associations, of all age groups and of all classes.

"William H. Barlow is one of the few American chemists who can express himself in good English; one of the few American engineers who can charm an audience. He has achieved success in his particular field since graduating twelve years ago, but still looks young, acts young, feels young and is young. He is as guileless as a babe, but life has taught him to hate hypocrisy and to despise bunk. His record as chemical president and more recently as chairman of the S. and T. Alumni Council evidences his intelligent grasp and competent handling of the delegate human relationships always existent in voluntary non-commercial organizations."

The Chemical & Dye Corporation, which was recently organized, plans some new financing, according to Samuel Isermann, its president, who is also a director of Van Dyk & Co., New York.

Within the next few weeks there will be a public offering of 7 per cent cumulative first preferred and no par value common stock. Upon completion of this financing, the corporation's capitalization will consist of \$500,000 of first preferred stock, 50,000 shares of no par common and \$400,000 of 7 per cent cumulative second preferred. This second preferred will be held in the company's treasury for the present. There will be no funded debt.

The pro forma balance sheet as of November 19, 1927, after giving effect to the consolidation connected with the formation of the corporation and to the new financing, shows total assets of \$1,437,878, current assets of \$281,042 and current liabilities of \$76,123. The Chemical and Dye Corporation rose out of a consolidation of the Chemical Co. of America, Inc., of Springfield, N. J., the sulphur color department of the Tower Manufacturing Co., Inc., of Newark and the New England Aniline Works of Ashland, Mass.

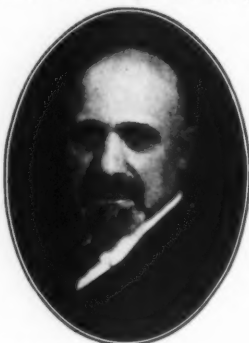


Photo. Blank & Stoller
SAMUEL ISERMANN

Sloan, Graves & Smeltzer, Inc., has been organized as successor to Gomez & Sloan, Inc., to handle vanilla beans and other flavoring extract materials.

Gomez & Sloan, Inc., was organized in February, 1919, by Harold O. Sloan and Ricardo Gomez, for the purpose of conducting an export and import business with Mexico. In the last eight years the firm's vanilla business overshadowed everything else and so in order to retain the original purpose of the firm it was deemed advisable to form an entirely new and independent company.

Francis H. Sloan was elected president of the new company. Chester A. Smeltzer, vice-president, is well-



LEFT TO RIGHT: B. F. GRAVES, JR., FRANCIS H. SLOAN,
CHESTER A. SMELTZER, HAROLD O. SLOAN

known in the trade with which he has been connected since 1902. Until 1926 when he joined the organization of Gomez & Sloan, Inc., he was engaged in the buying and curing of vanilla beans in Guadeloupe and Mexico. B. F. Graves, Jr., is treasurer. Before purchasing the interests of the late Ricardo Gomez in Gomez & Sloan, he was with the banking firm of Henry Clews & Co. for over 16 years. Harold O. Sloan, secretary, is a son of Francis H. Sloan, and was one of the organizers of Gomez & Sloan, having been in charge of their Marseilles office for several years. The new organization with new capital expects to increase its vanilla business and leave to the old firm of Gomez & Sloan its original purpose of conducting a general export and import business with Mexico.

Lucien Eyraud has joined the sales force of Antoine Chiris Co., New York City, to represent the house in New York state and vicinity. Mr. Eyraud formerly represented J. Mero & Boyveau in Belgium and the northern part of France, including Paris, and was connected with Paul Chr. Ponleff, of Karlovo, Bulgaria. He came to the United States about three years ago and since that time has been connected with a prominent manufacturer of synthetics.

Louis Rapin, of Antoine Chiris Co., left January 4 for a two months' trip throughout the southern part of the United States which will take him to the Pacific Coast. W. W. DeFrees, Chicago manager for the company, has been spending several days visiting the principal office in New York. Irving Bennett, one of the salesmen of the company, has just left for a Canadian trip. He will be away several weeks.

Victor Metal Products Corporation, Brooklyn, N. Y., in its announcement on advertising page 135 introduces an unusual feature, giving the average monthly prices of tin ranging from January to December, 1927.

The accompanying photograph was taken recently at the laying of the cornerstone of the new building of the Felton Chemical Co., manufacturers of aromatic chemicals, essential oils and other raw materials for perfumers, soap makers and flavoring extract manufacturers. In the center of the picture is Dr. Joseph Felton, president of the company and widely known essential oil chemist, breaking a bottle of "Mummn's" over the cornerstone. Mrs. Felton, who takes an active part in the business as treasurer and chemist, is at his left, while at his right is Albert Albek, sales manager and secretary.



LAYING CORNERSTONE OF FELTON CHEMICAL CO.'S NEW PLANT

The new plant is at 499-503 Johnson avenue, near Flushing avenue, in the factory section of Brooklyn. It can be reached in 15 minutes on the new B. M. T. subway from 14th street, New York. The building, a modern two story brick structure with over 12,000 feet floor space, will be ready for occupancy by March 1. The

lower floor will be fitted with up-to-date machinery and a distillation plant for the quick and economic manufacture of aromatic chemicals and essential oils. Offices and showrooms will be located on the second floor. Special care has been given to the equipment of the laboratory for analytical and research work.

The Felton Chemical Co. was established in 1922 in a small building at 65 Taaffe place, Brooklyn. Its growth has been rapid and it is at present occupying three buildings at the same address from which it will move into the new factory when that is completed.

Dr. Joseph Felton, founder of the company, was for several years assistant to Professor Semmler, Breslau, an authority on essential oils and aromatic chemicals. Prior to the establishment of the Felton Chemical Co., Dr. Felton was chief chemist for one of the leading manufacturers of synthetics and later did independent consulting work.

The Continental Can Co., Inc., of New York, formally took over the Passaic Metal Ware Co., of Passaic, N. J., on January 10, and will continue to operate that business in conjunction with its own.

The acquisition of the Passaic Metal Ware Co. broadens out the so-called general line of cans heretofore manufactured by the Continental Can Co., Inc., and likewise places the Passaic Metal Ware Co., through its ability to supply types of cans for which they were not previously equipped, in a position to serve its customers to a much greater extent.

The Continental Can Co., Inc., immediately places at the disposal of the Passaic Metal Ware Co. its full facilities, including its large experimental and research laboratories, so as to enable them even better to continue the marked progress they have made in the manufacture of decorated containers.

The organization of the Passaic Metal Ware Co. becomes a part of that of the combined companies, and I. W. England, the founder and president of that company, will continue in a high executive capacity with the enlarged company.

Edouard L. Cournand of the Caron Corp., New York City, was married on December 6 to Miss Melanie Faith Polachek. After a brief honeymoon spent in Atlantic City, Mr. and Mrs. Cournand sailed on the *Berengaria* December 15 for a stay of several weeks in Europe. THE AMERICAN PERFUMER joins Mr. Cournand's many friends in the trade in heartiest congratulations.

P. G. Moshier of Moshier Brothers, manufacturers of vanilla extract, Ashland, Mass., visited the New York trade early in January.

Mr. and Mrs. Jean Bagaroff spent the New Year holiday in Washington as guests of Mr. and Mrs. Simeon Radiff, Bulgarian Minister in Washington. They were entertained New Year's Eve by Count and Countess Szechenyi, Hungarian Minister to the United States, at a ball, which was given at the Hungarian Embassy. Mr. and Mrs. Bagaroff were also guests at a breakfast given by Secretary of State and Mrs. Kellogg at the Pan-American Union. They sailed for Europe, for a stay of several months, on the *Berlin*, January 18.

Smith Products Co., Anacortes, Wash., which recently closed its plant, is again in operation, having resumed with an initial order for 25,000 pounds of soap. J. R. Anderle, manager, said he expected that the plant would now be run continuously.

The Ohio Specialty Manufacturing Co. has been organized at Wapakoneta, Ohio. The new company is being directed by A. J. Nichols. It will manufacture a line of beauty preparations, flavoring extracts and various chemical products.

Thomas J. Shields, formerly with Marx & Rawolle, Inc., New York City, has started business as merchandise broker and manufacturers' agent, at 11 Water street, New York. Mr. Shields will handle essential oils, gums, waxes and other drug and chemical products.

Harry Bartold, Chicago manager for George Lueders & Co., New York City, spent some time visiting the New York offices of the company late in December.

J. F. Pound, director, vice-president and sales manager of Dodge & Olcott Co., New York, retired from active business life on January 1.

Mr. Pound entered the employ of the company on November 21, 1884. He started at the bottom of the ladder but soon after his first connection with the company was placed on the sales force. After a short time spent in sales work in New York City and vicinity, he was made Detroit representative of the company and after a few years in that city was transferred to Philadelphia where he had charge of the Dodge & Olcott office for about 25 years. In March, 1926, Mr. Pound was elected vice-president and director of the company and at that time was also made sales manager and brought back to the New York office.

His plans for the future are indefinite but he expects to do a great deal of traveling both in this country and abroad.

Louis Dejonge & Co., New York City, begins between advertising pages 94 and 95 a series of interesting inserts pointing out the features and uses for the fancy, glazed and other papers which it manufactures. For over 80 years the company has been engaged in manufacturing paper and now operates two large mills at Fitchburg, Mass., and Clifton, N. Y. The series of announcements was prepared under the direction of Robert Hervey, assistant to the president, who is in charge of sales promotion. Mr. Hervey has just returned from a vacation trip to his home in Richmond, Va., where he enjoyed his favorite recreation of hunting.

Informal gayety marked the first gathering of the organization of the Du-Frank Corporation, Brooklyn, at Trommers on the evening of December 23. About 200 employees gathered for the festivities which followed a bountiful banquet. At the conclusion of the feast Richard Ehrlich, president, made a short address in which he thanked the organization for its wholesome cooperation and announced that similar affairs would be held annually.

Joseph Franks, the popular secretary of the company, also made a few brief remarks. Following this a bonus was distributed to each employee and toilet sets were given as souvenirs to the women employees. Owing to illness Benjamin Duberstein, former president, was unable to be present,

Emanuel Ash, son of Sidney B. Ash, of the Reich-Ash Corp., New York, has been elected assistant treasurer of the major corporation and all of its subsidiary companies. This interesting news follows the announcement that Mr. Ash will be married on the evening of February 12 to Miss Muriel Judis, daughter of Mr. and Mrs. Robert Judis, at the Leverich Towers Hotel, Brooklyn. Among the distinguished guests who have been invited to attend the wedding are Judge and Mrs. Mitchell May, Mayor and Mrs. William J. Dalton of Long Beach, Dr. and Mrs. Irving Gray, Hon. James J. Farrell and Mr. and Mrs. Earl Copp, Mr. and Mrs. Eugene Klines, Sheriff and Mrs. Herman Hessburg of Brooklyn, Mr. and Mrs. J. C. Zimmermann and Hon. and Mrs. Alvin Nova. Elaborate preparations have been made for floral decorations and for the entertainment. Following the ceremony, Mr. and Mrs. Ash expect to leave for Florida.

We are advised by Dodge & Olcott Co., New York, that on December 31, 1927, Russell R. Sloan, who had been associated with Dodge & Olcott Co. since the Autumn of 1904 resigned from that corporation after having been an officer for many years.

The vanilla bean department of the company, over which Mr. Sloan had personal supervision, will continue to handle Bourbon, South American, Mexican and other grades of beans, as in the past.

W. John May is now affiliated with Liebenthal Brothers Co., 1444 West 9th street, Cleveland, Ohio, as perfumer.

but a telegram of good wishes was received from him.

Among the guests of honor were Mrs. Joseph Franks, Mr. and Mrs. Louis Brodner, Mr. and Mrs. William Kornbluth, James A. Cox, and Charles Hoehlein. Mrs. Louis Brodner and Yvette Edelstein rendered vocal selections, and the Misses Sadie Zarger, Anna Shostack and Irma Tobin, gave exhibitions of fancy dancing.

The occasion was made especially enjoyable on account of the presence of Mrs. Richard Ehrlich who had been confined to the hospital for some time on account of illness. The affair was arranged by a committee of which Miss Lydia Aarre was chairman. Dancing concluded the evening's festivities.



ANNUAL BANQUET OF DU-FRANK CORPORATION

Chicago Perfumery, Soap and Extract Association's New Officers



WILLIAM H. MUTTERA



HAROLD E. LANCASTER



FRANK H. PETTEE

The Chicago Perfumery, Soap and Extract Association held its first meeting of the year, at the Hamilton club on January 4, and it was well attended considering the pre-occupation of the members with the starting of the new year's business. In the unfortunately enforced absence of William H. Muttera, the new president, the meeting was conducted by H. E. Lancaster, vice-president.

The following members were announced as having been appointed chairmen of the various committees for 1928: Membership Committee, Clarence Morgan of Clarence Morgan & Co.; Bowling Committee, H. D. Crooks of John Blocki, Inc.; Entertainment Committee, C. A. Seguin of C. A. Seguin Co.; Publicity Committee, Joseph Esler; Legislative Committee, Thomas J. Hickey. In addition to the officers, Frank Z. Woods and Arthur Fortune were named on the Executive Committee.

During the meeting Mr. Fortune spoke in acknowledgment of the co-operation of the members during his term as president and A. J. Dedrick read his financial report on the annual banquet, which is now definitely proved to have been a splendid success. Mr. Seguin, who is in charge of this year's affairs, is already laying his plans for the spring banquet.

William H. Muttera, newly elected president of the Chicago Perfumery, Soap and Extract Association, has assumed his new duties with a vigor that promises much for the year to come. Mr. Muttera is an executive of the Armstrong Cork Co., 320 West Randolph street, which he has served faithfully for the last twenty-five years. A Chicago resident since birth, he has gained steadily a position of high esteem among his numerous business associates. Under his wise and stimulating guidance the association will undoubtedly thrive. He succeeds Arthur Fortune of Morana, Incorporated, president for 1927.

Harold E. Lancaster, always a popular member, was elected vice-president for this year. Mr. Lancaster has been active for the association in many capacities before. For a number of years he has had charge of the manufacture of toilet preparations for Marshall Field & Co. Formerly he was secretary for the Chicago Drug and Chemical Association.

Frank H. Pettee, the new secretary, has been associated for the last six years with C. A. Seguin Co., who specialize in essential oil compounds and perfume materials. His somewhat varied career has included dramatic, literary and publicity work. During the war he served as ensign in the U. S. N. R. F.

The Silver Jubilee banquet of the Chicago Drug and Chemical Association was held December 20 in the rooms of the Furniture Club of America on Lake Shore Drive. Almost 550 sat down to the banquet tables and enjoyed the fine dinner, as well as the amusement program provided by the banquet committee of the association. All voted the affair one of the best ever put on by the organization.

Among the firms and individuals who had reserved tables were the following: Innis, Speiden & Co., Wm. Welch Mfg. Co., Cooper & Schuesler, Frank Robinson, Abbott Laboratories, Fritzsche Brothers, Heyden Chemical Co., Harriet Hubbard Ayer, Ralph Jennings, Wishnick Tupper Co., James B. Day Co., Fuller-Morrisson Drug Co., G. D. Searle & Co., Central Scientific Co., Owens Bottle Co., Peter Van Schaack Drug Co., Solvay Sales Co., Gazzolo Drug and Chemical Co., Arthur Fortune, Morana, Incorporated, Euclid Snow, Swenson Evaporator Co., Walter H. Jelly, Grasselli Chemical Co., Harry Holland, American Aniline Products, Inc., W. P. Trebilcock of the Coca Cola Co., N. A. R. D. Association, George Wright, Bauer & Black, Murray & Nickell, Horlick's Malted Milk Co., Victor Chemical Works.

Also Armstrong Cork Co., U. S. Industrial Alcohol Co., Joseph DeLorme, Walter Schutte, H. K. Mulford Co., Altway Chocolate Co., Rose Label & Box Co., Norwich Pharmaceutical Co., Frederick Borchardt, B. Heller Co., Frank Z. Woods, William O'Neill, G. A. Beauchamp, Merck & Co., Foley Co., American Can Co., Ottmar N. Krembs, Illinois Glass Co., Walter Filmer, Monsanto Chemical Co., Central Chemical Co., Hazel-Atlas Glass Co., Parke, Davis & Co., Chas. Pfizer & Co., Inc., George Lueders & Co., Neumann-Buslee & Wolfe, Inc., Adams Brothers, National Aniline & Chemical Co., Baker Chemical Co., Pacific Coast Borax Co., R. J. Swing, A. C. Drury Co., Clarence Morgan & Co., J. J. Kearney, Central Chemical Co., Fred Molt, Vacuum Can Co., A. Daigger & Co., Eli Lilly & Co., Benner Chemical Co., Baldwin Perfume Co., Cenol Co., Merchants' Chemical Co., Humiston, Keeling Co., Standard Pharmaceutical Co., Sharp & Dohme, Angel Dainty Dye Co., S. B. Penick & Co., Inc.

Others were the Roessler & Hasslacher Chemical Co., Mallinckrodt Chemical Works, Fred D. Fleming, General Chemical Co., Western Instrument Co., Dodge & Olcott Co., American Distilling Co., F. R. Lally, Stanley H. Knight, the Barber Co.

After the banquet and live-wire vaudeville show, the members and the guests each received a bag filled with 57 varieties of merchandise donated by various firms in the Chicago territory and everybody looked like Santa Claus.

The Will & Baumer Candle Co. has moved its Chicago headquarters from 14 North Franklin street to larger offices at 162 North Franklin street.

The Surety Mfg. Co., manufacturer of powdered soaps, has moved its sales offices and factory to 230 West Huron street, where it has larger quarters, according to John Kvale, manager of the company.

The Walgreen chain of drug and toilet goods stores is expanding in the mid-West and last month opened its first store at Quincy, Ill., having secured a location at Sixth and Main streets. The local druggists have organized to fight the new store.

Seventeen druggists at Quincy, Ill., have organized the Quincy Cooperative Druggists, so as to meet chain store competition by buying cooperatively for their members. Cosmetics will be featured.

The Quinlan advertising agency has started a newspaper campaign for the Oral Products Co., on Senreco tooth paste, in the Chicago territory.

Proctor & Schwartz, Inc., has moved its Chicago offices to the Michigan-Ohio Building, 800 Michigan avenue

Negotiations are under way by the Palmolive Co., it is reported, to buy a building under construction at 333 North Michigan avenue, and if the deal goes through it is reported that the site the company bought at Michigan and Walton avenues will be included in the transaction. The new building will be called the Palmolive Tower and should prove a fine advertising medium for the company.

Quite a large delegation of executives and salesmen of the American Can Co. were in Chicago, for the meeting of the Western Canners Association. Among them were George W. Cobb, general sales manager; Gordon H. Kellogg, his assistant, H. A. Baker, George Bones, J. J. Lynch, W. W. Bancroft, A. H. Nugent, H. L. Huenink, Frank Achilles, Rodney Gray, R. L. Francis, Henry B. Palmer, Glen McNabb and others from the sales organization. Regional meetings were also held at the Chicago headquarters to go over the business conditions in the territory.

H. L. Block, J. Glassman and D. Levy have organized the Pershing Co., with offices at 6358 Cottage Grove avenue, Chicago, and a capital stock of \$15,000, to manufacture and deal in drugs, chemicals and cosmetics.

Pickus Weiss, Inc., has been appointed to direct the advertising of Cosmo Products, Inc., of Chicago.

Dudley F. Lum and Martin Vance, of Givaudan-Delawanna, Inc., have returned from a week's trip to the New York headquarters of the company. Mr. Lum is optimistic over the business outlook for the year and the Chicago sales force is out to make a record.

F. E. Evans, Chicago manager for Forhan Sales Co., says that the last year has been one of the best in the history of the company in the mid-West territory and the outlook for 1928 is very bright.

Boston Trade Notes

Boston, January 10.—The New Year's business in Boston was given a most enthusiastic send-off at the Chamber of Commerce building, in the annual sales rally under the auspices of the Sales Managers' Club of Boston and the Executive Club of the Boston Chamber of Commerce. More than 600 sales managers and executives crowded the main dining room for a luncheon, which was followed by peppy community singing, special entertainment, and addresses by veteran salesmen. Among the many firms who were represented with tables were the E. L. Patch Company and United Drug Company both of Boston.

Captain George A. Parker of Boston was re-appointed as administrator for the New England district under the prohibition reorganization required by the law placing enforcement officials under Civil Service. The Parker selection is the first made by the Prohibition Bureau under the new law. Commissioner Doran declared that Parker, New England Administrator since 1925, stood at the head of the list of eligibles certified by the Civil Service Commission, and that he was regarded as one of the most efficient administrators in the service. The commissioner is now reviewing the eligibles certified for appointment as agents for the New England district.

At a recent assembly at Washington, E. A. Filene one of Boston's leading department store merchants, predicted chains of department stores comparable in size to the General Motors, and United States Steel Corporation. Mr. Filene in delivering his address before the American Economic Association, claimed that such a chain would result in the elimination of much preventable waste now existing between manufacturer and consumer. Also it would bring about lower prices and a substantial contribution to increased prosperity of the people. A chain operating 50-100 department stores from coast to coast and doing a business of \$1,000,000,000 was visualized by Filene.

The Raymond Syndicate of Boston recently repeated the custom of the past four years by distributing presents in the form of bank accounts amounting to \$18,000. The amounts received individually by the employees vary according to the length of service. Some of the employees with the firm for ten years received as high as \$100, there being several of these. The firm has in its employ some 600 people and during the past four years has distributed \$65,000 in the above way.

After a connection extending over a period of 14 years with the Houghton & Dutton Company, one of Boston's largest department stores, D. M. Ryan, second vice-president has announced his resignation. At a farewell gathering of the officers, executives and buyers of the company, in the store assembly hall, Mr. Ryan was presented a platinum watch and chain as a token of esteem. Erving P. Morse, president of Houghton & Dutton Company, made the presentation.

The largest department store in the world is planned for in Boston by the proposed erection of the New England Department Store, Inc. The proposed building will contain 25 floors and is so designed that six floors will constitute ten acres of floor space. In addition to this there will be two

sub-basements for parking space for automobiles capable of accommodating 3,000 to 5,000 machines per day. On other floors there will be offices, display rooms. A prominent feature of the building will be the exhibition hall. Here will be a permanent exhibition of 20,000 New England industries. The New England Department Store, Inc., has already secured the services of some of the most capable retail store men in this country. Among them being Elbridge L. Howe, a New Englander, of Marshall-Field Company, Chicago, Ill., and assuming the position of Organization Executive. The definite date as to when the construction will start is looked for at any time. The location will be in the Park Square Section of Boston handy to the Statler Hotel and other conveniences.

After negotiations which have extended over a period of several years, the W. T. Grant Company are to locate in the City of Boston. They have recently leased the building that was formerly occupied by the Talbot Company, clothiers. The W. T. Grant Company started in business 22 years ago in Lynn, Mass., and has been growing steadily until it now has 155 stores in this country.

In connection with the 77th birthday anniversary of the Jordan-Marsh Company, are window displays of exceptional attention getting value. Each window has on display historical events dating back to the landing of Columbus and includes nine other of such events. The entire lot was moulded in Austria and brought to this country in a group.

A. Granese, barber supply dealer, is now located comfortably in his new location at 21 Portland street, Boston. Well designed fixtures and a careful placing of them has greatly increased the attractiveness of his new store.

Frank Noonan of T. Noonan & Sons Co., was recently appointed on the Alcohol Advisory Committee by Commissioner Doran. The first meeting of the Committee was held at Washington last week and Mr. Noonan attended.

A general warning has been issued by the authorities to druggists to be on the outlook for a bogus salesman working in eastern cities as a representative of the Pepsodent Company. His scheme is to obtain money on worthless checks. Although no reports have it that he is working in Boston, his arrival is looked for.

An Old Musk Substitute

It is interesting at times to dig into the old literature of perfumery and to find how many proposals for the betterment of the industry have been made which have come to naught. The following from the *Chemist & Druggist* for September 15, 1883, is an excellent example of this fact, which, however, should in no way discourage research on important subjects.

Substitute for Musk

Dr. R. S. Cristiani, Philadelphia, states that the American musk from the musk rat is an excellent substitute for the true musk. For perfuming soaps it is customary. A tincture is made in the following way:

Bruised pods	1 pound
Strong alcohol	4 pints
Potassic hydrate solution 6°B....	1 ounce

Keep in moderately warm place for three or four weeks with constant agitation. One pint will perfume one hundred pounds of soap.

Holiday Cards, Calendars and Souvenirs

The customary raft of holiday cables, radios, cards, calendars and souvenirs has been received by the Editor, during the yule season. They are too numerous to mention in detail, but some of them are noteworthy and show the general trend of felicitation as the new year enters with fresh incentives to friendly relations. There was one notable exception; this being the marked falling off in the sending out of large wall calendars and desk diaries of the kind chiefly valuable for business purposes. Inquiry reveals that many firms are using the money previously spent for this purpose in increasing their advertising in trade journals. Only two large wall calendars arrived, one from the Mid-West Box Co., Chicago, and the other from Neumann-Buslee & Wolfe, Inc., Chicago.

* * *

The personal element figured largely in greetings from abroad and many good wishes came by cable.

From Geneva came cards and a cable sent by Mr. and Mrs. Léon Givaudan and L. Givaudan & Co.

M. Naef & Co., Geneva, also sent good wishes.

France was well represented, a few being those from Paris: Justin Dupont, A. Chiris, F. de Laire, and D. Batzouff.

From Grasse: Mr. and Mrs. Louis Roure; A. Blanqué and Bruno Court; Mr. and Mrs. G. Chiris; Mr. and Mrs. Jean Goby; Madame Morel Lautier, Paul Morel Lautier, Alphonse Morel, François Morel; Louis Amic; Mr. and Mrs. Aug. Muller; F. Lageat, of Pilar Frères; Cavallier Frères and Bertrand Frères.

Also from Grasse: Madame G. Laffitte; Mr. and Mrs. François Amic; Mr. and Mrs. Jean Roure; Elie Maunier; Paul Guerin.

Cabled "best wishes" came from Pierre Dhumetz, Vallauris.

By radio Heine & Co., Leipzig, Germany: "Best wishes for a Merry Christmas and prosperous New Year."

H. Raab & Co., Ltd., Rotterdam, Holland, cabled good wishes "in hearty appreciation of loyal co-operation."

Polak & Schwarz, Ltd., Zaandam, Holland, also forwarded good wishes for the new year.

Giuseppe Bosurgi sent greetings from Italy.

Theodore K. Shipkoff's holiday best wishes came safely from Sofia, Bulgaria.

South America was heard from, Maurice Cola sending his felicitations from Lima, Peru, while en tour.

* * *

"Ye Message in Ye Bottle" from L. M. Albright was a real bottle, containing a parchment map of the Mississippi River, with lettered holiday greetings to "whosoever picks up this bottle cast adrift this twelfth month A. D. MCMXXVII by the Illinois Glass Co., Alton, Ill." It was a novel and interesting souvenir.

Another novel greeting was from the Blackistons in the shape of a large key, with appropriate sentiments, urging the recipient to "accept this key of keys with all of the good fortune that goes with it."

P. R. Dreyer supplied a very handy indexed daily desk pad and William Buedingen & Son sent an ever ready loose leaf calendar. Other calendars included those of A. L. van Ameringen, Pierre Lemoine, Inc., and the Virginia Dare Extract Co.

IN MEMORIAM FOR DEPARTED FRIENDS

AMIC-ROURE, MME., wife of late Senator Jean Amic and sister of Louis and Jean Roure, Roure Bertrand Fils, Grasse, January, 1927.

BARR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.

BUCHAN, JOHN, Buchan Soap Co., Cleveland, O., January, 1909.

BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.

EAVENSON, LEWIS LINCOLN, soap manufacturer, Camden, N. J., January, 1914.

FAVOR, OTIS S., pioneer soap manufacturer of Chicago, January, 1915.

HENDERSON, ALEXANDER D., California Perfume Co., New York, at his home, Suffern, N. Y., January, 1925.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

MARSH, FRANK B., ex-president Manufacturing Perfumers' Association, New York City, January, 1918.

MILLER, SAMUEL M., Miller Soap Co., East Penn. Junction, Pa., January, 1911.

MONTGOMERY, JAMES MOORE, vice-president and general manager, Richard Young Co., New York, January, 1924.

MORENA, JACQUES A., Charabot et Cie, Grasse, January, 1910.

PAPPAZOGLU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

SMITH, ROBERT WALTON, essential oil importer, of New York City, January, 1924.

STRONG, SAMUEL E., Strong, Cobb & Co., Cleveland, Ohio, January, 1927.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

Oscar Lohse

Late in November, the German perfumery trade lost one of its most prominent representatives. The owner of the firm of Gustav Lohse, Councillor of Commerce Oscar Lohse, died in his 84th year. After receiving a thorough education, Mr. Lohse entered the business of his father, the management of which he took over in 1874. His far reaching eye soon found that it was necessary to transform the old trading business into a manufacturing business. Since 1904 he has been sole owner of the firm. When the firm was incorporated in 1922 he became the chairman of the board of directors.

Mr. Lohse was one of the oldest members of the *Korporation der Berliner Kaufmannschaft* (Merchants' Association of Berlin) now the Berlin Chamber of Commerce. For many years he was the president of the Association of German Manufacturers of Toilet Soaps and Perfumes. He was also an organizer and member of the board of directors of the Association of Berlin Specialty Shops.

The Most Beautiful Thing

The most beautiful things in life are pleasant thoughts, says the *Silent Partner*. And the art of living is to have as many beautiful thoughts as you possibly can.

Walter D. Hinds

Walter D. Hinds, a retired officer and director of A. S. Hinds Co., died at his home in Beverly Hills, Cal., January 5, at the age of 53. Virtually all of Mr. Hinds' business career was spent with the A. S. Hinds Co., which his father founded. He was interested particularly in the production end of the business and at the time of his retirement was manager of production in the plant of the company at Portland, Me. When the company was taken over by the Lehn & Fink Products Co., in July, 1925. Mr. Hinds severed his connection with the business and retired, spending his summers since that time in Maine and his winters in California. Funeral services and burial were at Portland.

NEW PUBLICATIONS, PRICE LISTS, ETC.

AMERICAN ARBITRATION ASSOCIATION, New York, has issued a little pamphlet, "The Trend of Commercial Arbitration," which considers the new high level reached in the settlement of commercial controversies through arbitration.

DOIDGE & OLCOTT Co., 87 Fulton street, New York City, has issued an interesting circular on vanilla beans in which the company says:

"*Bourbon Vanilla*: After a downward movement of prices covering a period of two years, the lowest price reached occurred in August, 1927. During the past four months, however, the market advanced somewhat from its subnormal August level to a high point in October/November, but during the past eight or ten weeks prices have again declined in the face of heavy arrivals in Marseilles and Bordeaux from the various French Islands; the largest arrivals being from Madagascar and the next largest from Comore.

"For the next two months these arrivals will probably continue heavy as they represent a fairly large crop but prices are now so low that in spite of heavy production we believe investments in Bourbons will prove sound. We do not look for any appreciable decline.

"*The Mexican Situation*: The Mexican situation commenced to improve about six weeks ago and the advance from the low point represents 40c to 50c per lb. at which higher level the market is steady to strong with the prospects of somewhat higher prices owing to an undoubted shortage in the 1927/28 Mexican production. The Mexican market would probably be higher than it is today were not the French Beans offering freely at comparatively low prices. As is usual the lower grade Mexicans and cuts come to this market first and will begin arriving within a few weeks to be followed in subsequent months by the better cured and better appearing merchandise."

FEDERAL PRODUCTS Co., Cincinnati, Ohio, has issued the eighth edition of its "Red Booklet," revised December, 1927. This popular little publication contains government regulations and formulae for the sale and use of completely and specially denatured alcohol, together with other pertinent information of value to consumers of alcohol.

PEERLESS TUBE Co., Bloomfield, N. J., George H. Neidlinger, president, has issued a circular expressing concretely an appreciation of friendships continued and orders received during 1927. Mention is made of a new product developed during the year called "Kringles," an unbreakable Christmas tree ornament, which, the circular says, "has been well received by the trade quite foreign to our usual field."

E. M. LANING CO., 78 Greenwich street, New York (with a branch office at 247 East Illinois street, Chicago), has issued a new 16-page wholesale price list of perfume raw materials which it imports and manufactures. In addition to the Elko essential oils and natural floral products the firm is American representative for Parosa, aromatic chemicals and natural isolates, etc., Paris, and Charles Lacour, sphinx seals, Paris, France.

THE AMERICAN EXPORTER of New York has just published its 50th Anniversary Issue which outlines in an unusual way the special characteristics of American industry in international trade. The special aim of the issue has been to emphasize that America's position in international trade is the result of a combination of the unique conditions of the home market and the enterprise of American industrial leaders untrammelled by conservatism or past tradition. It is being issued in separate English, Spanish and Portuguese editions. It contains chapters relating to various branches of trade, one being devoted to "Fifty Years' Development in the Toilet Goods Industry." The magazine contains 312 pages, is well printed and amply illustrated.

H. C. RYLAND, INC., 161 Water street, New York, with branches in Chicago, St. Paul and Atlanta, has issued the January wholesale price list of essential oils, vanilla beans, drugs, chemicals and synthetics, including concentrated imitation fruit flavors and other products in which this firm deals. The catalogue is neat and comprehensive.

U. S. BOTTLERS' MACHINERY CO., 4015 North Rockwell street, Chicago, sent holiday greetings to friends in the trade through its attractive little publication, *Bottling & Packaging Engineer*, which is illustrated and otherwise informative on these special subjects. Copies may be had by communicating with the company.

THE MESSENGER, published by the College of Pharmacy, Columbia University, and edited by Dr. Curt P. Wimmer, has issued a Christmas number. It contains along with the usual news matter, a sketch of Daniel Ludovici, the famous German pharmacist of the 17th century, a tribute to the late Samuel W. Fairchild and a complete index of the publication during the past year. This little publication is well worth while to anyone interested in the college.

NEUMANN-BUSLEE & WOLFE, INC., 224 West Huron street, Chicago, have issued their January wholesale price list of essential oils, perfume materials, food colors, flavors and allied commodities. Copies may be obtained on application to the firm at the above address.

"YE CHRISTMAS FLAME," is the title of the bright little magazine distributed during the holidays to the trade by the Phoenix-Hermetic Co., Chicago and New York, in the interest of better packages for foods, medicines and toilet preparations. Aside from "Hig's" bright sayings there are interesting and instructive articles, including one on "Packing the Individual Service," by A. W. Bitting, the food technologist.

LIONEL, 320 Fifth avenue, New York, has issued a folder containing list prices of the perfumes and cosmetic lines put forth by Corday, Paris, and Vigny, Paris.

BOOK REVIEWS

(Copies of Books Reviewed in this Column and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

Is It an Answer?

THE TARIFF, by George Crompton, Octavo, 226 Pages, The Macmillan Co., New York, 1927, Price \$2.50.

The author starts out to examine and discuss impartially the familiar arguments for protection and free trade and some of those which are not quite so familiar. Had he pursued this course throughout and not closed his book with a chapter on "The Triumph of Protection" and another on "The Future" he would probably have written a very worth while discussion of his subject.

Economic history, even as outlined by Mr. Crompton, goes a long way toward proving that the whole matter of the tariff is an exceedingly variable quantity. Several times the doctrine of free trade and as often that of protection has "triumphed" but the triumphs have been short lived and there is no reason to expect that the present tendency toward ever higher commercial barriers will be aught but a passing phase in world affairs.

Starting out with both admission and proof that the underlying theory of free trade is unassailable as most economists admit, he proceeds to prove that this unassailable theory will not and cannot prevail but that the reverse of it has already "triumphed." In this, it is hardly possible to follow either his logic or his arguments.

It is impossible to point out within the brief space allotted to this review all of the points emphasized by the author. The prosperity theory however seems to fare but poorly in the book as indeed it has historically. Nor is it possible to go all the way with Mr. Crompton on the infant industries doctrine. He urges that some of these infants may need to be nursed and protected for a period running into centuries before they can finally be allowed to take a few unaided steps or to play for a little without the attention of a guardian. It might be pertinent to inquire into the costs of this method of rearing them, leaving entirely aside the question of the correctness of the theory under which the method is adopted.

On the whole, the book is a demolisher of arguments on both sides of the controversy. Some are knocked over by facts and some by theory. Those which are approved by the author are largely demolished by the historical background against which they are presented. All that is left when he has finished is the sound theory, from which almost every country has departed, that it is best for each individual to buy in the cheapest market.

We recommend the book to those who want to learn the answers to all the principal arguments both for and against protection and free trade but we are certain that it will change no one's mind on the tariff question.

An Attempt at "De-bunking"

OLD SOX ON TRUMPETING, by E. T. Grundlach, Octavo, 362 Pages, Illustrated with sketches. Consolidated Book Publishers, Chicago, 1927.

The work is a satire describing the efforts of Tauros, Bullem, et al., to interest Zeus-ikin, Athenian olive oil importer, in a trumpeting campaign. Their efforts are about to be crowned with success when Old Sox comes on the scene and later his two pupils, Aristoteles and

Platon, with numerous more or less embarrassing questions as to the value and costs of trumpeting. The author in this form considers modern advertising methods, dissects them, points out what he considers the fallacies and follies and enjoys a good natured laugh at their expense.

It is possible to do much in satire which could not be done by direct argument without leaving an unpleasant taste. Probably many advertising men will read the work and laugh themselves, at the picture drawn by the author. We shall make no attempt to pass upon the argument. There may be much in what the author says. The style, however, leaves us a little doubtful. Some may find it easy and pleasant, but to us, the latter half of the book was rather hard work. However, we recommend it to those about to embark on an expensive advertising campaign or to those who have just been through one; to the first for guidance, and to the latter for laughter, which most advertising campaigns badly need.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Gabriel Teen Co., Manhattan Borough, New York City, permanent waving machines, 1,000 shares of common stock. Hoffman & Gelder, Chicago, Ill.

Longine et Paris, Manhattan Borough, New York City, toilet creams, 200 shares of common stock. H. A. Schwartz, 152 West 42nd street, New York, N. Y.

Beaux Arts Label Co., Manhattan Borough, New York City, \$20,000. Goldberg & Levitt, 415 Lexington avenue, New York.

Parfums Masque Rouge, Manhattan Borough, New York, perfumes and cosmetics, \$5,000. I. E. McGinn, 505 Fifth avenue, New York, N. Y.

Dud Auvrai, Manhattan Borough, New York City, cosmetics, \$5,000. Walton, Burmaster, Hubbard & Stitt, 40 West 40th street, New York.

Doralda, Inc., Wilmington, Del., perfumery, soaps and powders, \$500,000. Corporation Trust Co., of America, Wilmington, Delaware.

Yankee Barber & Beauty Fixture Co., Manhattan Borough, New York City, \$10,000. P. P. McElligott, 320 West 23rd street, New York, N. Y.

Redoute Chemical Works, Inc., Detroit, Mich., cleaning compounds, \$100,000. Franklin L. Mettler, Wilmington, Delaware.

Scott Laboratories, Manhattan Borough, New York City, toilet articles, \$20,000. A. Aberg, 123 William street, New York City.

Dental Import Co., Manhattan Borough, New York City, dental supplies, \$5,000. H. Waldman, 2 Lafayette street, New York City.

Mme. Scherer's Beauty Shoppe, Brooklyn, N. Y., \$5,000. Giden & Giden, 1,133 Broadway, New York, N. Y.

Andromil, Manhattan Borough, New York City, beauty parlor, \$5,000. G. Hamburger, 201 West 79th street, New York.

Divia Products, Manhattan Borough, New York City, facial creams, 1,000 shares of common stock. Walker & Redman, 100 Broadway, New York, N. Y.

Hando Manufacturing Corporation, Manhattan Borough, New York City, perfumery, oils, etc., \$50,000, preferred, 500 shares Class A and 500 Class B, both no par. A. H. Goodman, 1482 Broadway, New York.

Mavis Bottling Co. of New England, Dover, Del., \$100,000. Capital Trust Co. of Delaware.

Rensol Manufacturing Co., Newark, N. J., hair rinse, \$150,000. Samuel J. Kaufman, Newark, N. J.

Hansa Fruit Juices, Inc., Mamaroneck, N. Y., 1,000 shares of common stock. H. C. Adams, 165 Broadway, New York.

Rainbow Soap Products Co., Cleveland, Ohio, \$10,000 capital stock, has been incorporated by E. J. Hopple, H. S. Gottfried and Juniata Scott.

Genpro, Oakland, Cal., cosmetics, \$25,000, has been incorporated in Delaware through the Colonial Charter Co., of Wilmington, Del.

S. O. S. Co., San Francisco, Cal., soap compounds, 100,000 shares of common stock, has been incorporated in Delaware by the Corporation Trust Co. of America, Wilmington.

Vanette, Manhattan Borough, New York City, toilet articles, 1,000 shares of common stock. G. K. Brown, 25 West 43rd street, New York, N. Y.

Business Records

Va-Per Marcel, Inc., 35 West 33rd street, New York, hair waving machines and supplies. Bankruptcy; no schedules.

Benjamin Jerome Powell, druggist, 646 Lenox avenue, New York. Bankruptcy; no schedules filed.

Julius Applebaum, pharmacist, 2082 Crotona Parkway, New York. Bankruptcy; \$6,378 liabilities, no assets.

Rye Beach Drug Corporation, 464 Forest avenue, Rye Beach, N. Y. William B. Gray, Sr., appointed receiver under \$2,000 bond, by Judge Knox. Liabilities about \$7,500; assets about \$4,000.

Murray Steinberg, doing business as Broadway Pharmacy, 2056 Madison avenue, New York, and 433 South Broadway, Yonkers. Henry R. Barrett, Jr., receiver, under \$1,000 bond, by Judge Winslow. Liabilities, about \$5,000; assets, about \$3,000.

Joseph Potter, Inc., barber shop supplies and beauty parlor equipment, 753 Third avenue, New York. Liabilities, \$137,965; assets, \$161,880, main items being notes, \$90,745; accounts, \$19,329. The Credit Alliance Corp. is the principal creditor listed on a secured claim for \$18,294. A portion of the liabilities is contingent on customers' paper discounted with banks.

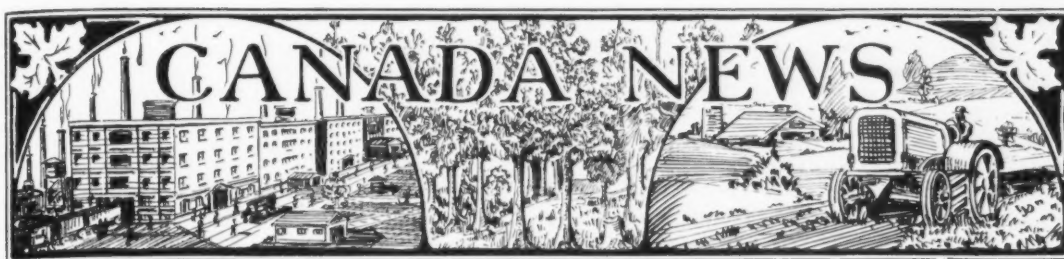
Chloro Chemical Corporation, 321 East Passaic avenue, Bloomfield, N. J., chemical manufacturers. Liabilities, \$65,515; assets, \$500, representing office furniture. Referred to George W. W. Porter, referee.

Ocean Drug Co., Inc., 3,401 Edgemere avenue, Edgemere, L. I., by Benjamin Resnick for \$612.40; Preferred Cigar Co., Inc., \$32.87, and Lindsley Haviland, \$71.06. Judge Moscovitz has appointed Michael Stein receiver in bond of \$1,000.

Bernard F. Burke, N. Y., druggist, of Auburn, voluntary petition; liabilities \$15,184, assets \$2,000.

Louis M. Siller, druggist, Rochester, N. Y., filed a petition in bankruptcy with liabilities of \$11,392, assets \$100 and secured claims \$2,960.

Hirschman Chemical Co., Inc., 43 Mercer street, New York City. Liabilities, \$10,140; assets, \$3,100, main item being stock, \$3,000.



Montreal

MONTREAL, January 10.—A prosperous year has closed with a busy, gratifying Christmas and New Year's season, and 1928 has opened under auspicious circumstances, with bright prospects both for general trade and for the perfumery and toilet goods industry.

No one questions the first proposition. Last year was quite a satisfactory year for the trade. To the usual Christmas gift trade, and the customary demand for toilet adjuncts in connection with the rush of social functions, is added the further business arising from a growing practice of including toilet necessities among the gifts for men. Daintily got up packages of shaving soap, talc and skin balm seem to appeal to the eye of ladies who are tired of buying cigars, neckties and sox and being abused for their bad taste in these things. This, at least, would seem to be the case in Montreal, for the number of such sets that were received as Christmas presents was remarkable. It is suggested by some members of the retail trade that the business in that direction could be improved still further, if wholesale and manufacturing houses concentrated more on neat combination packages for gift purposes.

As to the future, there seems little doubt. Montreal has just launched a scheme to spend \$30,000,000 on improvements to the city. Most of the cost will go in materials and labor. An \$11,000,000 bridge is being built, across the river. A 23-story building is not yet finished and another one is in prospect. Several complete new towns are being constructed in the surrounding districts by pulp and paper and hydro-electric power corporations. Work for nearly everybody is in prospect, and with abundant employment comes money to spend. The men will shave more, the women powder more, and there will be more of them to do it, as abundant work draws immigration, so the sale of perfumes and allied products cannot help increasing.

The manufacturing chemical company of N. C. Polson & Co., Ltd., has been reorganized, with a capital stock of \$200,000. The record of incorporations at Ottawa for December 10, shows a new company organized and incorporated to take over the former one, the name being the same, but the capital stock being as above mentioned.

Interviewed regarding rumors of schemes to manufacture alcohol for industrial purposes from cellulose, using wood, straw, sisal waste, bagasse and such materials, Prof. Harold Hibbert, of McGill University, internationally known authority on cellulose chemistry, states that "the process looks attractive from an individual standpoint, in view of recent developments, although it has not yet been definitely established that it is an economical method."

Toronto

TORONTO, January 10.—At the beginning of a new year the perfume trade in common with other businesses and industries is casting a retrospective eye over 1927 and basing thereon an outlook for 1928. The recent Christmas holidays sales were the greatest in the history of perfumes and better class toilet goods in Canada.

The various companies manufacturing soaps, perfumes and toilet goods have not yet announced their programs for 1928, but business generally will be prosecuted more intensively and extensively than up to now.

Rolph R. Corson, Toronto, is back into harness. Following his accident of last fall he spent a short holiday at Atlantic City, and returned therefrom greatly benefitted in health. At present he is making a few calls in Ontario centers, preparatory to going south for the winter. He hopes to spend about four months in Florida, leaving about the middle of January.

In the recent report presented to the Government on the P. A. T. A. by Commissioner O'Connor the latter admits that "price-cutting" is a real grievance in the drug trade, and the manufacturer "has a right to expect that the public should pay for his product whatever price is reasonable."

Commissioner O'Connor, is slated for a judgeship.

Parfumerie Bellefontaine, Ltd., dealer in perfumes and toilet goods, has been registered at Montreal. The company has a store in Toronto.

T. J. Bennett has been appointed manager of the National Drug and Chemical Co., at Winnipeg, Man., being promoted from the sales management.

Fred J. Whitlow & Co., Ltd., during the closing days of December, tendered a dinner and dance to their employees. This company represent Daggett & Ramsdell; Standard Oil Co. and some pure food lines. Representatives from these companies were present.

H. R. Huot, Montreal, was elected last month president of the newly-formed Quebec Retail Druggists' Association.

The Proprietary Articles Trade Association, having failed in its attempt to have the validity of the Combines Investigation Act referred to the Supreme Court, has been called upon by the Minister of Labor to make a plain statement as to its future plans.

The P. A. T. A. having failed in its project to permit the courts to enforce the maintenance of established prices,

the Canadian Fair Trade League proposes to take a deputation to Ottawa to ask for the formation of a trade commission to investigate merchandising conditions and to see what can be done to curb predatory price-cutting.

The possibility of McKesson & Robbins, Inc., locating in Canada is mooted. The company has taken out a Quebec charter, and rumor has it that the company is contemplating spending a million dollars on a factory in the Dominion, probably in or near Montreal.

The production of Canadian industries in 1925 was valued at \$2,948,545,315.

Imports during 1927 into Canada increased at a rapid rate over 1926, with exports barely holding their own. The favorable balance of trade dwindled from \$63,000,000 in 1926 to \$24,000,000 in 1927.

Canadian Industrial Alcohol showed an increase of practically \$300,000 in its 1927 annual statement, over the earnings of 1926. It increased its dividend to \$1.52 per share, and offered shares of Class B Common stock (non-voting) to existing shareholders, in the proportion of one for eight, at a price of \$20 a share.

Lord Shaughnessy, the president, in his remarks informed shareholders that the purely industrial alcohol side of the company's business had increased 15 per cent in the last year.

International Industrial and Chemical Co., Ltd., was recently incorporated in Montreal with a capital stock of \$45,000, to manufacture chemical products, soaps, etc.

Dominion's Strides in High Citizenship

"The expansion and development of the Dominion of Canada in the sixty years since its confederation," said James Malcolm, Canadian Minister of Trade and Commerce, in an address recently before the Canadian Club in New York, "have brought not only material progress, but have established among Canadians the highest standard of citizenship yet produced by democracy.

"Emerging from the economic setback of the war, Canada has risen in sixty years from an undeveloped waste to a position as fifth in commercial importance among the nations of the world. Population has increased three-fold in that period, the national wealth has increased enormously, the national debt has been reduced in four years by \$176,000,000, and life insurance totals are over \$5,000,000,000."

Canada's Growing Trade with U. S.

Canada's trade with the United States for the twelve months ended October 31 was \$1,180,000,000, exceeding the entire trade with the British Empire by \$437,000,000.

While the unfavorable trade balance with the United States amounted to \$233,000,000, exports to points in the British Empire were greater by \$280,000,000 than imports.

The total external trade of the Dominion was \$2,303,000,000, as compared with \$2,284,000,000 for the previous similar period. The aggregate of exports was \$1,225,000,000 and imports \$1,078,000,000.

Exports of the United States amounted to \$472,000,000, as compared with imports of \$707,000,000. Exports to Great Britain were \$423,000,000 and imports \$176,000,000. Exports to other points within the Empire were \$88,000,000 and imports \$55,000,000.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE MARKS REGISTERED

"Refreshant," antiseptics. Forhan's Limited, Montreal, Que.

"Hair Restorer," in plain letters with large capitals for each word; the first word being preceded by a scroll and the last word followed by a similar scroll; over the words is the signature of the applicant, "John Matthew Fraser." A hair restorer. John Matthew Fraser, Toronto, Ont.

Two labels, one of which bears the words: "Brillantine," "A La Corbeille Fleurie," "Ed. Pinaud," "18 Place Vendôme, Paris," and the facsimile signature in red "Ed. Pinaud," and the other is a red and white neck label bearing the facsimile signature "Ed. Pinaud." A hair lotion. H. & G. Klotz, Paris, France.

Three labels, the first is a red and white sprinkler top band bearing the facsimile signature "Ed. Pinaud," the second is a red and white neck label bearing the facsimile signature "Ed. Pinaud," the third is rectangular and upright with the corners cut off or bevelled, and bears the representation of a Basket of Flowers and the words: "Eau De Portugal," "A La Corbeille Fleurie," "Ed. Pinaud," "18 Place Vendôme, Paris." Hair tonic. H. & G. Klotz, Paris, France.

Three labels, the first is a red and white sprinkler top band bearing the facsimile signature "Ed. Pinaud," the second is a red and white neck label bearing the facsimile signature "Ed. Pinaud," the third is in the form of a rectangle surmounted by a semi-circle, and bears the representation of a Basket of Flowers and the words: "A La Corbeille Fleurie," "Extrait Vegetal," "Violettes des Bois," "Ed. Pinaud," "18 Place Vendôme, Paris," and the facsimile signature in red, "Ed. Pinaud." Hair Tonic. H. & G. Klotz, Paris, France.

"None Better," powdered hand soaps, washing powders, and polishes. Nemo Manufacturing Co., Vancouver, British Columbia.

"Chan-Kana," shampoo. Du-Kana, Inc., Syracuse, N. Y.

"Delectol," toilet preparations. American Druggist Syndicate, Long Island City, N. Y.

"Dainty," flavoring extracts. Thrift Stores, Limited, Montreal, Canada.

"Protectodent," tooth pastes, washes, and treatments. Donald Howland Seymour, Westmount, Que.

"Hexadent," tooth paste. Sharp & Dohme, Inc., Baltimore, Md.

"Uvin" within a circle. Antiseptic prophylactic for the mouth, teeth, gums and throat. Louis J. Stern, doing business Uvin, New York.

Container decorated in imitation of a stone wall structure. Tokalon Chemical Corp., New York City.

"Break-O," soap and soap products. Swift Canadian Co., Ltd., Toronto, Ont.

"Super Suds," soap. Colgate & Co., Jersey City, New Jersey, and New York City.

PATENTS GRANTED

276,069. Friction closure cap. The Anchor Cap and Closure Corporation, Long Island City, assignee of Edgar Scofield, New York City.

276,106. Powder soap manufacture. The Industrial Spray-Drying Corporation, assignee of Robert L. Holliday, both of New York City.

276,344. Toilet article. William L. Bass, New York City.

TRADE MARKS

 Boxberger 222,036	 ZANOL 218,899	 KISSINGA 222,039	 BERTHELLA'S 236,718	 QUALITY 234,826	 RUDY M 234,897	 Honey Gold 238,373	 Tosca 238,576
 GOLDEN EAGLE 244,181	 SOAPMEAL M 236,826	 WOLF BRAND 246,752	 GREEN GOLD M 236,828	 KLOROL 248,307	 HYE-TEST 249,158	 DEOD-O-ROMA 249,950	 D'AWCHASES 247,636
 HIL-PEAK 247,877	 WAPELLO CHIEF 249,736	 PACKER'S 256,482	 Deletrez 248,882	 CLAIR 254,667	 DIRT ZOUT 254,523	 DEOD-O-ROMA 252,673	 Every Day Mouth Wash 248,441
 THERMOIL 252,416	 UNOIT 250,543	 FLEUR DE PRÉ 256,182	 CREME OIL 253,908	 MAGIC QUEEN 255,223	 MADAM HELLIE'S 254,888	 LE DOUBLE 254,178	 GUARDANT 252,556
 ELIDA 255,108	 PALO-MINE 255,747	 Queen Anne 256,260	 CRYSTAL BLAND 256,071	 FELTCOVAN 256,665	 MIDNIGHT ROSE 255,183	 Kathex 256,467	 CLIPPER 256,558
 Lover's Form 256,220	 MARGUERITE CARRE 256,445	 JACIEL 256,124	 MAINSTAY 255,921	 HOM AID 256,676	 MAMAZEL 256,109	 SOLVITE 257,145	 QIK 256,900
 CHARMOZOL 256,488	 IOZENE 257,340	 J.B. 256,636	 RUFF 256,323	 U-SEE 256,896	 RÉVE D'INFANTE 257,048	 Amourette 257,172	 BRAKOLIM 257,316
 PERIDEN 257,043	 HOSY-TOTSY 257,193	 TANDEM 256,662	 TRI-TEX 257,528	 FLORIC 258,016	 DJEDI 256,868	 RALLETT 256,098	 Gai Lis 257,173
 LASKRO 256,782	 un PEU DE VOUS 257,633	 FATE 257,623	 CADET CLUB 256,761	 un PEU DE VOUS 257,634	 Nadox 256,534		

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M236,597.—Louis Attanasio, doing business as Venetian Laboratories, New York, N. Y. (Serial No. 239,481. Nov. 2, 1926.)—Hair tonic, face lotion, and perfume.

M236,826.—Bethlehem Textiles Company, Bethlehem, Pa. (Serial No. 242,981—Nov. 1, 1926.)—Hosiery & Underwear for Men, Women and Children.

M236,828.—Hartman-Leddon Company, Inc., Philadelphia, Pa. (Serial No. 240,710. Sept. 16, 1926.)—Soaps and Shampoo Soaps.

TRADE-MARK REGISTRATIONS APPLIED FOR

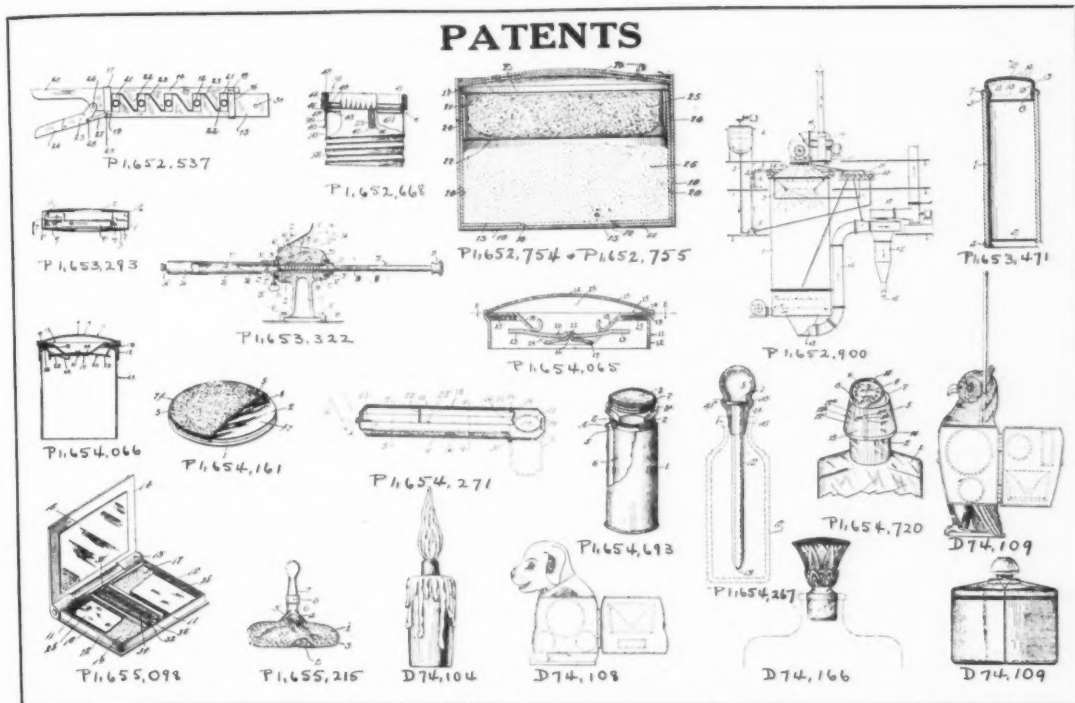
(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

204,688.—Roy L. Wortham, Hammond, Ill. (July, 1923.)—Washing Powder.

- 218,839.—The American Products Co., Cincinnati, Ohio. assignor to The American Products Co., Cincinnati, Ohio, a Corporation of Delaware. (Oct. 1, 1924.)—Flavoring extracts.
- 222,035.—Dr. Ernst Kraft Vorm Boxberger's Hofapotheke, Bad Kissingen, Germany. (Jan., 1925.)—Perfumes, Bath Tablets, Powders for the Bath in Capsules, Mineral Waters for Cosmetic Purposes, Throat Washes, Mouth Washes, Tooth Washes, Hair Washes and Creams for Cosmetic Purposes.
- 222,036.—Dr. Ernst Kraft Vorm Boxberger's Hofapotheke, Bad Kissingen, Germany. (1711.)—Perfumes, Bath Tablets, Powders for the Bath in Capsules, Mineral Waters for Cosmetic Purposes, Throat Washes, Mouth Washes, Tooth Washes, Hair Washes and Creams for Cosmetic Purposes.
- 230,945.—"Mona Lee" Chemical-Cosmetical Co., New York and Bronx, N. Y. (Apr. 12, 1926.)—Face Creams.
- 231,718.—Bertha Ella Browne, Detroit, Mich. (Jan. 5, 1922.)—Liquid Toilet Soaps, liquid scrubbing soaps, auto-Face Creams and Face Powders.
- 234,826.—Leonard L. Dorschler, Chicago, Ill. (June 21, 1927.)—Liquid Toilet Soaps, liquid scrubbing soaps, automobile and jelly soaps, soap powders, metal polishes.
- 238,373.—The Honey Gold Co., Akron, Ohio. (Feb. 1, 1926.)—Cosmetic Lotion.
- 238,516.—Naamlooze Vennootschap International Perfumery Co., Amsterdam, Netherlands. (Apr. 21, 1922.)—Soaps.
- 242,106.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepot von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (March, 1926.)—Lavender water.
- 244,151.—Golden Eagle Coffee Co., San Francisco, Calif. (June 3, 1918.)—Food Flavoring Extracts.
- 245,158.—Northwestern Drug Company, Minneapolis, Minn. (Nov. 1, 1926.)—Bay Rum, Shaving Lotion, Dandruff Remedy, Hair Tonic, Almond Lotion, Toilet Lotion, Hand Lotion, Tooth Paste.
- 245,823.—Elie Louis Joseph Armanet, doing business as Manufacture de Produits Chimiques du Dauphin, Bourgoin, France. (June 15, 1921.)—Essential oils, perfumery, and compounds and mixtures for use in the manufacture of perfumery.
- 246,752.—Jacques Wolf & Co., Passaic, N. J. (March, 1927.)—Denatured Alcohol, Glycerins, Oil of Citronella, Resorcin.
- 247,636.—Pinaud Incorporated, New York, N. Y. (July 25, 1893.)—Perfumed powders, perfumed washes, perfumed waters, pomades, oils and dentifrices.
- 247,877.—Marcus S. Woods, doing business as The M. S. Woods Co., Chattanooga, Tenn. (Apr. 1, 1927.)—Food flavoring extracts.
- 248,309.—Arthur R. Maas, doing business as A. R. Maas Chemical Co. Inc., Los Angeles, Calif. (July 8, 1916.)—Deodorant.
- 248,481.—Edmanson, Bates & Company, Limited, Toronto, Ontario, Canada. Dec., 1925.)—Mouth Washes.
- 248,882.—Delettrez of France, Inc., New York, N. Y. (May 3, 1927.)—Puff Boxes, Soap Boxes, Salve Jars and Cream Jars.
- 249,020.—Oscar W. Passenheim, doing business as Brighton Chemical Supply Co., Chicago, Ill. (Mar. 2, 1925.)—Deodorizers.
- 249,056.—Friedley-Voshardt Co., Chicago, Ill. (Apr. 1, 1927.)—Soaps and Washing Compounds.
- 249,726.—J. G. Hutchison & Co., Ottumwa, Iowa. (July 1, 1907.)—Food-flavoring extracts.
- 249,950.—Daggett & Ramsdell, New York, N. Y. (1895.)—Cold Cream.
- 250,543.—"It" Products Co., Los Angeles, Calif. (Mar. 1, 1927.)—Soap.
- 252,416.—Benjamin F. Breslauer, doing business as Thermol Co., New York, N. Y. (June 25, 1927.)—Oils and preparations for hair and scalp treatment.
- 252,556.—Kenneth M. Johnson, doing business as Guardant Laboratories, Winnipeg, Manitoba, Canada. (June 4, 1926.)—Dentifrices.
- 252,693.—The C. B. Dolge Co., Westport, Conn. (Jan., 1927.)—Deodorizing Blocs.
- 253,476.—M. Naef & Co., Geneva, Switzerland. (Feb. 2, 1926.)—Artificial and Synthetic Perfumes and Essential Oils.
- 253,908.—Palmolive Peet Co., Chicago, Ill. (Jan. 1, 1915.)—Soap.
- 254,172.—Alice Choquet, Paris, France. (July 15, 1927.)—Perfumes and Toilet Waters.
- 254,346.—Edward D. Bruce, doing business as Bruce Laboratories, Swarthmore, Pa. (Aug. 10, 1927.)—Shaving Cream to be used before Shaving.
- 254,523.—Washine-National-Sands, Inc., New York, N. Y. (Sept. 6, 1927.)—Soap and Soap Powders.
- 254,667.—William S. Carter, doing business as Carter Company, New York, N. Y. (Aug. 29, 1927.)—Depilatory in Paste Form.
- 254,744.—Douce-O'Deuer, Inc., Baltimore, Md. (June 1, 1927.)—Toilet preparations.
- 254,888.—Matilda Nellie Berglof, doing business as Nellie's Beauty Parlor, Minneapolis, Minn. (Jan. 1, 1919.)—Cream-like Medicinal Preparation for removing Dandruff.
- 254,929.—The Norwich Pharmaceutical Company, Norwich, N. Y. (Aug. 11, 1927.)—Talcum Powder.
- 255,071.—Palmolive Peet Co., Chicago, Ill. (Apr. 6, 1921.)—Soap.
- 255,072.—Palmolive Peet Co., Chicago, Ill. (Aug. 22, 1923.)—Soap.
- 255,183.—Lightfoot Schultz Company, doing business as Mordaunt, Hoboken, N. J. (Aug. 10, 1927.)—Toilet Preparations.
- 255,205.—Georg Schicht A. G., Aussig Czechoslovakia, (Nov. 18, 1921.)—Toilet Preparations.
- 255,223.—William A. Blair, doing business as Queen Cleaner Co., Winston-Salem, N. C. (1917.)—Compositions used as a soap.
- 255,829.—Star Safety Razor Corporation, Brooklyn, N. Y. (Aug. 26, 1927.)—Shaving Cream in the Form of Soap.
- 255,920, 255,921.—The McAtte-Newell Coffee Company Inc., Bloomington, Ill. (Aug. 20, 1927.)—Flavoring extracts.
- 255,956.—The Ayer Company, Lowell, Mass. (Oct. 7, 1927.)—French Shampoo.
- 256,001.—Irving McEwen, Omaha, Nebr. (Sept. 1, 1927.)—Toilet preparations.
- 256,109.—The Fries & Fries Co., doing business as Mamezel Parfumerie, Cincinnati, Ohio and New York, N. Y. (Dec. 15, 1925.)—Perfumes, hair tonics, coconut-oil shampoo, bay rum compound, etc.
- 256,124.—Jacier Perfumers Inc., New York, N. Y. (Sept. 19, 1927.)—Women's Powder Puffs.
- 256,125.—Jean Stuart Cosmetics, Inc., New Haven, Conn. (Oct. 13, 1926.)—Toilet Preparations.
- 256,167.—Herbert F. Braithwaite, doing business as Sanlo Manufacturing Company, Brooklyn, N. Y. (Aug., 1921.)—Greaseless Cleansing Cream.
- 256,181, 256,182.—Edward J. Fay, doing business as De Raymond, New York, N. Y. (Jan. 1, 1927.)—Toilet Preparations.
- 256,220.—Scientific Specialties Co., Inc., doing business as Vernet, New York, N. Y. (July 1, 1927.)—Perfumes, toilet waters, cold creams, rouges, etc.
- 256,260.—Peoples Drug Stores Inc., Washington, D. C. (Jan. 1, 1912.)—Lotions for the skin.
- 256,321.—Ira P. Huff, Elm Grove, Wheeling, W. Va. (June 1, 1927.)—Hand and general purpose soap.
- 256,323.—Pro-Chemical Laboratories, Chicago, Ill. (Sept. 18, 1925.)—Hair Tonic.
- 256,414.—Jack Mast, doing business as Masto Products Co., New York, N. Y. (Sept. 12, 1927.)—Washing Powders.
- 256,445.—Bourjois, Inc., New York, N. Y. (Jan. 20, 1910.)—Toilet preparations.
- 256,467.—Philip Levin, doing business as The Kathex Company, New York, N. Y. (Oct 10, 1927.)—Antiseptic Toilet Powders.
- 256,482.—The Packer Manufacturing Company, Inc., New York, N. Y. (Jan., 1927.)—Pine Tar Shampoo.
- 256,488.—Herman Smithline, doing business as Charmozol Chemical Co., New York, N. Y. (Sept. 2, 1926.)—Soap.
- 256,534.—North American Dye Corporation, Mt. Vernon, N. Y. (June 10, 1926.)—Skin Cleanser in Powder Form.

PATENTS



256,558.—Anchor Cap & Closure Corporation, Long Island City, N. Y. (1915).—Closure Caps.

253,636.—Perkins Soap Co., Springfield, Mass. (Feb. 14, 1903).—Soap.

256,646.—Isabey-Paris, Inc., New York, N. Y. (July 1, 1927).—Perfumes and toilet water.

256,665.—Felton Chemical Company, Inc., Brooklyn, N. Y. (Sept. 27, 1927).—Natural Vanilla, Artificial Vanilla, etc.

256,676.—Lehigh-Whitehall Soap Co., Allentown, Pa. (Sept. 20, 1927).—Soap, soap flakes, soap powders, cleansing powders, and polishes.

256,726.—Hillyard Chemical Company, St. Joseph, Mo. (Sept. 15, 1927).—Deodorant & Disinfectant.

256,782.—Kron-Glas Co., New Orleans, La. (Aug. 16, 1927).—Soap in liquid form.

256,849.—The J. B. Williams Company, Glastonbury, Conn. (Dec. 20, 1923).—After Shaving Preparations.

256,862.—Coty, Inc., Wilmington, Del. and New York, N. Y. (Oct. 20, 1927).—Perfumes and Lip Sticks.

256,868.—Guerlain Parfumerie Corp. of New York. (Oct. 21, 1927).—Perfume.

256,896.—Roy Baldwin, doing business as Baldwin's Extract & Flavor Co., Columbus, Ohio. (Sept. 22, 1927).—Flavoring Extracts.

256,900.—Berland Laboratories, Inc., Los Angeles, Calif. (Oct. 3, 1927).—Cream for Removing Hair from the Human Skin.

256,961.—Irving McEwen, Omaha, Neb. (Oct. 5, 1926).—Toilet Preparations.

257,007.—Friend & Buemer, Vici, Okla. (Sept. 5, 1927).—Hair Tonic.

257,010.—The J. & J. Beauty Culture, New York, N. Y. (Sept. 6, 1927).—Toilet Preparations.

257,041.—Leo Van Goodsnover, doing business as Van Goodsnover Bros. & Co., Chicago, Ill. (March 15, 1927).—House and Hand Paste Soap.

257,043.—Sydenham Crockett Warden, doing business as Perident Products Corporation, Norfolk, Va. (June 1, 1927).—Tooth Paste and Tooth Powder.

257,048.—Cadolle Freres (Societe a Responsibilite Limitee), Paris, France. (Aug. 27, 1927).—Toilet Preparations.

257,079.—J. Notovitz, Inc., doing business as The Mina Company, Chicago, Ill. (July 1, 1927).—Toilet Preparations.

258,096.—Rallet Corporation of America, Wilmington, Del. and New York, N. Y. (Nov. 18, 1927).—Perfumes and Toilet Waters.

258,098.—Rallet Corporation of America, Wilmington, Del. and New York, N. Y. (Oct. 3, 1927).—Perfumes and Toilet Waters.

257,165.—C. E. Langfield, doing business as The Solvite Company, Northville, Mich. (Nov. 1, 1914).—Dry Cleaning Soap.

257,172, 257,173.—John L. Lombardo, doing business as J. L. Lombardo Co., Buffalo, N. Y. (1907).—Perfume.

257,193.—Edward W. Piper, Baltimore, Md. (Feb. 3, 1927).—Flavoring extracts.

257,316.—Polichronis Romanellis, Manchester, N. H. (Oct. 17, 1927).—Hair Lotion.

257,340.—Brewer & Company, Inc., Worcester, Mass. (Nov. 1, 1927).—Germicide.

257,481.—Lentheric, Inc., New York, N. Y. (Mar. 6, 1925).—Toilet Soaps.

257,528.—Continental Products Corporation, Los Angeles, Calif. (Sept. 15, 1927).—Deodorant.

257,601.—Societe En Nom Collectif M & L. Biette Freres, Nantes, France. (Aug. 2, 1927).—Soaps.

257,623.—The Fries & Fries Co., doing business as Fate Products Co., Cincinnati, Ohio. (Nov. 9, 1927).—Toilet Preparations.

257,633.—Parfums Emilienne Manasse, Societe a Responsibilite Limitee, Paris, France. (Jan. 1, 1926).—Toilet Preparations.

257,634.—Parfums Emilienne Manasse, Societe A Responsibilite Limitee, Paris, France. (Jan. 1, 1926).—Perfumed and Toilet Soaps.

PATENTS GRANTED

1,652,900. Soap Product and Process of Manufacture. DALLAS R. LAMONT, Brooklyn, N. Y. Filed May 25, 1927. Serial No. 194,116. 11 Claims. (Cl. 87-16.)

7. The process of producing a soap product in char-

acteristically rounded hollow generally globular particle form; substantially as illustrated and described, which comprises preparing a molten soap, maintaining the temperature of said molten soap sufficiently high so that it is reasonably fluid and can be reduced by spraying to reasonably finely divided condition without stretching and stringing of the soap material, spraying the said soap to thus reduce it to said reasonably finely divided condition, and converting the sprayed molten soap into particles having said rounded generally globular shape with voids within said respective particles and solidifying said particles into the said hollow rounded generally globular shape by bringing into contact with said sprayed molten soap a current of treating gas heated to a sufficiently high temperature and supplied in large quantity sufficient relative to the amount of soap being sprayed that the said conversion of the sprayed soap particles takes place without reduction of the temperature of the gas below the effective treating temperature before the particles assume a permanent form-retaining condition, whereby formation of said rounded generally globular hollow particles accompanied and followed by removal and absorption of moisture from the said sprayed soap particles and consequent solidification of the particles into said rounded generally globular hollow shape is effected.

1,652,537. Cleansing-Cream Filler. THOMAS J. LEWIS, New York, N. Y. Filed June 19, 1926. Serial No. 117,109. 4 Claims. (Cl. 251-5.)

1. A clamp for jar filling apparatus of the class described, comprising a pair of members adapted to be displaced relatively to each other in the direction of their longitudinal axes, means for guiding said members in their relative motions, a plurality of tongues on each of said members, the tongues on one of said members oppositely directed to the tongues on the other member, at the inner edges of said members, in spaced relation to each other, a handle integral with one of said members, and an operating lever pivotally connected to said handle and the other member for operating said clamp.

1,652,668. Closure. EUGENE L. GREENEWALD, Washington, D. C. Filed Aug. 22, 1914. Serial No. 858,148, 47 Claims. (Cl. 220-47.)

1. A closure for containers comprising a hollow cylindrical body part having threaded means whereby it may be detachably secured to a container, and a cover part secured to the upper end of said body part and readily detachable therefrom, said cover part constituting the entire top of said closure and having its peripheral edge extending around the outside of the cylindrical wall of said body part.

1,652,754. Container. LEO H. BRODERICK, New York, N. Y. Filed Dec. 17, 1924. Serial No. 756,447. 2 Claims. (Cl. 206-1.)

1. In a container of the character described, in combination, a powder container and having an opening in the bottom thereof, a powder puff receptacle having an imperforate bottom carried by the inner walls of the powder container, a fixedly attached separate imperforate friable top to the puff receptacle, an exterior casing for the powder container having an opening therein in alignment with the powder contained bottom opening, a closure member for the casing opening and a cover for the device.

1,652,755. Container. LEO H. BRODERICK, New York, N. Y. Filed Apr. 10, 1925. Serial No. 22,055. 1 Claim. (Cl. 206-1.)

In a container, in combination, a bottom member having an upwardly extended side, a first casing within the bottom member fixedly attached to the bottom member side and having a non-collapsible side extending above the bottom member side, a separate sheet of imperforate fragile material extending over the upper open portion of the first casing, and interior casing fixedly attached to the first casing side and within the lower portion of the first casing having an upwardly extended non-collapsible side lower than the first casing side, a separate sheet of imperforate fragile material over the upper open portion of the interior casing, and a cover for the device having a downwardly extended side flange, the edge of which is capable of abutment upon the upper edge of the bottom and the side.

1,653,009. Pine-Oil Product and Process of Making Same.

IRVIN W. HUMPHREY, Kenvil, N. J., assignor to Hercules Powder Company, Wilmington, Del., a Corporation of Delaware. Filed Aug. 17, 1925. Serial No. 50,839. 11 Claims. (Cl. 134-79.)

1. A pine oil product adapted for use in preparing a solvent for nitrocellulose, comprising dehydrated constituents and oxidized constituents of pine oil adapted to have a substantial colloiding action on nitrocellulose.

6. The process of preparing pine oil for use in the preparation of a nitrocellulose lacquer which comprises subjecting pine oil to two treatments; namely, treatment with a dehydrating agent to convert certain constituents into a lower boiling product, and treating with an agent effective to oxidize certain oxidizable constituents of the pine oil.

1,653,293. Case or Container. WILLIAM G. KENDALL, Newark, N. J. Filed Dec. 8, 1926. Serial No. 153,247. 6 Claims. (Cl. 220-32.)

1. A case comprising a tray portion, a cover portion slidably connected thereto, the said tray portion and said cover portion having inserts respectively connected thereto, said inserts being provided with interengaging means adapted to hold the cover in the closed position.

1,653,322. Collapsible-Tube Paste Filler and Closer. RAPHAEL TAUB, Newark, N. J. Filed Feb. 5, 1925. Serial No. 6,914. Renewed Oct. 8, 1927. 5 Claims. (Cl. 226-73.)

1. A tube filling apparatus comprising a stand having a raised elongated body containing a longitudinal bore, a bracket at one end thereof, a plunger rod movable in the bore of said body and extending through the bracket, said rod having an operating knob at its outer end, and a plunger at the other end, means in said body to elastically limit the stroke of said plunger, a socket on the opposite end of the body, a hollow cylinder split lengthwise to present two equal sections connected by a hinge, means to secure said cylinder in said socket, and a sleeve slidably engaged over said cylinder, said plunger being movable in the cylinder to press material contained therein into a tube engaged over said sleeve.

1,653,471. Powder Can. WALTER L. RUTKOWSKI, St. Louis, Mo., assignor to R. C. Can Company, St. Louis, Mo., a Corporation of Missouri. Filed Nov. 19, 1923. Serial No. 675,515. 2 Claims. (Cl. 221-64.)

1. In a can construction, in combination, a fibrous tubular body closed at its lower end, a metallic sleeve ring having a peripheral upper edge fixed to the upper end of the tubular body by rolling the peripheral edge of the ring into engagement with the tubular body, the lower edge of said ring terminating at a point below the upper edge of the tubular body and disposed within the body, a closure member having a contracted downwardly directed neck for frictional contact with the inner face of the metallic sleeve ring and having its lower edge terminating adjacent the lower edge of the sleeve ring and within the body.

1,654,065. Closure. CHARLES A. ZAROSKY, Cleveland, Ohio, assignor to The Simplex Cap Company, Cleveland, Ohio, a Corporation of Ohio. Filed Sept. 3, 1925. Serial No. 54,179. 12 Claims. (Cl. 220-40.)

1. For use with tube provided with locking means of the bayonet joint type, a closure comprising a cap member, an inner member secured therein and provided with a central portion convexed away from said cap member and having at least two apertures, and a spring member mounted interiorly of said convex portion of said inner member fulcrumed to permit equalization rocking of said member and provided with arms extending through said apertures into position to cooperatively engage such locking means.

1,654,066. Closure. CHARLES A. ZAROSKY, Cleveland, Ohio, assignor to The Simplex Cap Company, Cleveland, Ohio, a Corporation of Ohio. Filed July 23, 1926. Serial No. 124,354. 2 Claims. (Cl. 220-40.)

1. Means for securing a closure cap having a depending skirt to a tubular member comprising: lugs on said cap, an inwardly turned flange on the end of said tubular member, relatively slow pitch cam means on said flange for engagement with said lugs upon relative rotary movement of said closure and said tubular member for drawing said cap into engagement with said tubular member, and elongated cams

of relatively slow pitch extending at right angles to said flange and adapted upon reverse relative rotary movement of said cap and said tubular member to engage under said lugs for raising said cap off of said tubular member.

1,654,161. Powder Puff and Method of Making the Same. ERNESTO DIAZ, New York, and IRVING ENGLANDER, Brooklyn, N. Y., assignors to Oxzyn Company, New York, N. Y., a Corporation of New York. Filed Aug. 30, 1927. Serial No. 216,356. 7 Claims. (Cl. 132—78.5.)

1. The method or process of making a powder puff and the like which includes providing three elements, one having the shape of the completed article and the other elements being of corresponding shape and size but having portions cut off so that they terminate short of the edge of one part of the first-mentioned element, sewing these elements so as to leave openings between each pair of opposed elements and turning the sewed article inside out through both of the openings.

1,654,267. Combined Stopper and Bulb Syringe. HENRY K. MULFORD, Philadelphia, Pa., assignor to National Drug Co., Philadelphia, Pa., a Corporation of Pennsylvania. Filed Feb. 15, 1927. Serial No. 168,280. 2 Claims. (Cl. 128—233.)

1. A combined integral stopper and bulb syringe, comprising an upper, resilient, hollow portion, having a compression chamber formed therein and outwardly bulged at the base thereof, so as to form a horizontally disposed internal integral seat, an integral pendant, conical body portion below said bulged portion and adapted tightly to fit in the mouth of a bottle as an integral stopper therefor, an extension tube having an upper flange positioned on said seat, within said integral bulged portion and extending downwardly into said bottle, and an upper, annular, internal, horizontal shoulder formed in said bulged portion above said seat to prevent the upward displacement of said extension tube.

1,654,271. Vanity Box. EMIL A. SCHUELKE and JULIUS ROSS, Meriden, Conn., assignors to The Napier Co., Meriden, Conn., a Corporation. Filed July 13, 1927. Serial No. 205,367. 4 Claims. (Cl. 132—83.)

1. A vanity box, comprising a box and a cover hinged together, a cap hinged to the cover, a frame mounted in the box and projecting slightly beyond the edges thereof, forming a bearing for the cover and cap, and a partition in said frame, said partition formed with projecting lips.

1,654,693. Shaving-Stick Holder. RALPH G. MATTHEWS, Toronto, Ontario, Canada, assignor to Colgate and Company, Jersey City, N. J., a Corporation of New Jersey. Filed Oct. 6, 1924. Serial No. 741,836. 1 Claim. (Cl. 206—56.)

A holder for shaving sticks, comprising a tubular casing closed at one end and having a thread formed thereon at its opposite end and a combined closure and holder comprising a cap formed from a single piece of metal, cup-shaped, and having an intermediate section of its side wall projected laterally to form a thumb piece, a thread formed in the side wall below said thumb piece, the closure having a shallow extension above said thumb piece, which extension is threaded and merges into the top wall of the closure.

1,654,720. Receptacle with Closure Means Therefor. DAVID H. CLARK, Orangeburg, N. Y. Filed May 10, 1927. Serial No. 190,152. 4 Claims. (Cl. 215—46.)

1. In combination with a bottle having an annular bead adjacent its mouth, a stopper in the mouth of said bottle extending above the mouth thereof a sufficient distance to be grasped for removal and insertion, a metal cap substantially enclosing the extension of said stopper and provided with a lower inwardly extending flange engaging said annular bead, and with a tab portion severed from the cap, except for a neck which connects the severed portion to the cap body, forming a hinge, and the wall of said cap having two series each of a plurality of weakened lines extending from contiguous the respective ends of said hinge downwardly and substantially throughout the length of said cap, and providing a weakened area defined within the limits of the outer line of each series.

1,655,098. Vanity Case. WENDELL M. HAUCH, New York, N. Y., assignor to Terri Inc., New York, N. Y., a Corporation of New York. Filed May 27, 1927. Serial No. 194,698. 6 Claims. (Cl. 132—83.)

1. A vanity case comprising lid and body sections hinged together, one section being dished and having end walls, an article carrying tray in said dished section and a member having resilient walls arranged to engage the walls of said dished section and those of the tray to bind and secure the tray in the dished section.

1,655,215. Device for Applying Material to the Skin. GEORGETTE BANTA, Chicago, Ill. Filed Jan. 14, 1926. Serial No. 81,167. 4 Claims. (Cl. 132—78.5.)

1. A device for applying material to the skin comprising a skin engaging device of soft material, a handle having two opposed engaging parts connected therewith and adapted to be separated and then moved toward each other to connect the handle with the skin engaging part, and a holding device movably connected with said handle for holding said engaging devices in their attached position.

1,655,369. Cosmetic. JOHN HOWARD HELFERICH, Wheaton, Ill. Filed Dec. 4, 1926. Serial No. 152,722. 9 Claims. (Cl. 167—9.)

1. A compact containing the following ingredients in the following original proportions; a color vehicle, a mineral oil and a binder, in the proportions of 18% of color vehicle to 100 cc. of mineral oil to 1200 cc. of binder, said binder containing originally 20 grams of powdered gum arabic to one gallon of water; said color vehicle comprising domestic talc free from silica, heavy imported chalk, and yellow ochre in the proportions of 99% talc to 9% chalk and 15 oz. yellow ochre.

3. A wet-formed compact comprising a color vehicle, a fatty-natured emollient, and a binder, the fatty-natured emollient being not more than 6% of the total solids by weight.

7. A wet-formed compact containing a color vehicle, a fatty-natured emollient, and a binder, the fatty-natured emollient not exceeding 6% of the total solids by weight, and the binder being sufficient in quantity to produce cohesion substantially equal to that produced by powdered gum arabic not exceeding 2% of the total solids by weight.

DESIGNS PATENTED

74,104. Bottle. Joseph A. Fields, New York, N. Y. Filed Aug. 6, 1924. Serial No. 10,397. Term of patent 7 years.

74,108. Vanity Case. William Abram Heard, Jacksonville, Fla. Filed Sept. 12, 1927. Serial No. 23,388. Term of patent 14 years.

74,109. Vanity Case. William Abram Heard, Jacksonville, Fla. Filed Sept. 12, 1927. Serial No. 23,389. Term of patent 14 years.

74,166. Closure for Receptacles for Perfumery Products. Ruby T. Brewster, New York, N. Y. Filed Oct. 29, 1927. Serial No. 23,921. Term of patent 3½ years.

74,184. Jar or Similar Container. Marcel M. Michelin, Staten Island, N. Y., assignor to Pinaud Incorporated, New York, N. Y., a Corporation of New York. Filed Sept. 24, 1927. Serial No. 23,538. Term of patent 14 years.

London Powder Puffs Match Powder Shades

(Special Correspondence)

Among the new powder puffs to be seen in London are some of colored swansdown to match the shade of powder used. A handle of golden ribbon set in a bunch of velvet wallflowers holds a puff of ochre down and tones well with the new ochre and rose-ochre powders, or the better-known "rachel" and "bassanee." For those who continue to favor "naturelle" and rose there are pink puffs decorated with pink ribbon and rosebuds; while mauve swansdown set in pansies suits the pale mauve evening shades, or a green puff, jade-handled, the new soft green which is kind to red veins and high coloring.

Isopropyl Alcohol as Substitute

Isopropyl alcohol may be economically substituted for EtOH in a large number of pharmaceutical operations. Its use, obviously, should be limited to extractions and the preparation of reagents, and performing chemical tests. It should not be used for the preparation of official galenicals, such as tinctures, which are administered internally, and in which the solvent remains. Its boiling point is 82.8° C.; that of EtOH is 78.4. Isopropyl alcohol dissolves acetanilide; citric, benzoic, and salicylic acids; phenazone; sodium benzoate; sodium salicylate; eucalyptol; guaiacol; glycerin; B-naphthol, and vanillin. With a small volume of isopropyl alcohol Peruvian balsam gives a clear mixture of colloidal aspect, which separates on adding more solvent and setting aside. Chloroform and light petroleum give a cloudy mixture with small volumes of isopropyl alcohol, becoming clear on adding more of the latter. It dissolves olive oil and liquid paraffin when it is pure (99 per cent. of C_3H_7OH). In most instances its solvent action approximates closely to that of EtOH, so that it may be used to prepare solutions for many official tests. Alcoholic N/KOH and $N/2$ NaOH may be prepared with C_3H_7OH , 99 per cent., as the solvent, and used for acidimetry or saponification tests in the same manner as the official reagents. The standard solutions thus prepared do not become colored on keeping. C_3H_7OH may be used instead of EtOH 70 per cent., to detect rhapontic rhubarb in the official drug. Five Gms. of powdered rhubarb is digested for 15 minutes with 20 C.c. of C_3H_7OH on the boiling water-bath in a flask fitted with a reflux condenser. The contents of the flask are then transferred to a filter and, after draining, extracted with another 20 C.c. of the solvent. The bulked filtrate is evaporated in a tared capsule to 3.4 Gms. The warm residue is introduced into a thick walled test-tube, and when cool treated with 5 Gms. of Et_2O . The tube is firmly corked, the contents well shaken, and set aside. If rhapontic rhubarb is present acicular crystals of rhaponticin will form in the course of a few days. In this test better crystals of rhaponticin are obtained when the solvent is C_3H_7OH than when EtOH 70 per cent. is used.—*J. Pharm. Belge.*

College of Pharmacy Meeting

The regular quarterly meeting of the College of Pharmacy of Columbia University was held in the college, January 17. The general status of education in the state of New York was discussed in an address by Dr. James Sullivan, Assistant Commissioner for Higher and Professional Education of the state.

The regular business meeting consisted of the appointment of a nominating committee to draw up a ballot which will be voted on at the March meeting of the college.

How to Get a Coon Coat

Go to north woods. Prepare a big dinner. Invite all the raccoons in north woods. Secure a member of the Miami Chamber of Commerce to make an after-dinner speech. Coons will realize that they are wasting their time in the woods. Will decide to go to Florida. Will borrow money and leave skins as security as they won't need them in Florida anyway. Coons will go broke in Florida. Won't be able to redeem skins. Use some of the skins for your coon coat. Sell others at big profit. Make big money and get coon coat also.—*Carnegie Puppet.*

Coming Conventions

American Manufacturers of Toilet Articles, Atlantic City, May 7, 8 and 9.

Flavoring Extract Manufacturers' Association of the United States, Buffalo, N. Y., June.

National Hairdressers' Association, Fashion Show, Benjamin Franklin Hotel, Cleveland, Ohio, February 6, 7, 8.

American Master Hairdressers' Association, Waldorf-Astoria Hotel, New York, March 12, 13 and 14.

Glass Container Association, Mayflower Hotel, Washington, D. C., February 2 and 3.

National Canners' Association, the Canning Machinery and Supplies Association, National Food Brokers' Association and National Wholesale Grocers' Association, National Association of Retail Grocers and National Chain Store Grocers' Association will meet in Chicago in the week of January 23. The Canners will be at Stevens Hotel.

National Paper Box Manufacturers' Association, Waldorf Hotel, New York City, May 22-25.

Western Division, National Paper Box Manufacturers' Association, Corondo Hotel, St. Louis, January 25-27.

Chemistry Building Opened at New York University

The Nichols building for chemistry, New York University, was formally opened December 3rd. Dr. William H. Nichols, chairman of the Allied Chemical and Dye Corporation, a former president and now a director of the General Chemical Co., presented the new \$600,000 building to the University and Chancellor Elmer Ellsworth Brown accepted it on behalf of the University Council. Mrs. Nichols, wife of the donor, unveiled the memorial tablet after the invocation by Dr. George Alexander, president of the council. Among the speakers were Dr. Arthur B. Lamb, professor of chemistry, Harvard University; Dr. Arthur E. Hill, professor of chemistry, New York University; Dr. James Kendall, professor of chemistry and dean of the graduate school, New York University.

A. C. S. Organic Symposium

The organic symposium of the American Chemical Society was held at Columbus, Ohio, December 29 to 31. An interesting program of 15 papers on 5 colloquia subjects in charge of committees was given. The attendance was large and the papers were interesting and well received. No subjects of particular interest to our industries were discussed.

Glass Container Men to Meet

The Glass Container Association will meet at the Mayflower Hotel, Washington, February 2 and 3. The committee in charge has made elaborate plans for this meeting and it is expected that a very interesting program will result. Secretary Hoover will address the delegates, and among the other speakers will be Lieutenant Governor F. Harold Van Orman of Indiana and Dr. K. F. Meyer of the Hooper Foundation, University of California, an expert on food packing.

Paper Box Men to Meet

The Western Division of the National Paper Box Manufacturers Association will hold its regular convention in St. Louis, January 25 to 27, 1928. The tentative program for the meeting, which will include many unusual features has been prepared. Headquarters will be at the Coronado Hotel. The National Association will hold its annual convention in New York in May.



Essential Oils

The market has been somewhat less active during the month under review than was anticipated by many in the industry. It is usually a dull period from the middle of December until the middle of January, but this year it has been somewhat more inactive than is usual. There has not been much recovery as yet and while the trade is still optimistic regarding the prospects for betterment during the next few weeks, the general position of the market cannot be said to encourage such a view.

The tendency to purchase small quantities at a time and to take on goods more frequently is still the rule. Naturally the buyer pays somewhat higher prices when he buys in this fashion but the difference is not enough to make up for the additional expense of handling a large number of small orders and as a result the net profits of the dealers have been hardly up to the usual levels. This is a tendency which seems likely to continue and possibly to grow, rather than to diminish in intensity. If it is to become the generally accepted method of doing business on the part of the consumers, there is little doubt that a complete readjustment of the price structure is in order.

During the month but few features of special interest have come to light in the market. There have been a few articles in which demand has displayed a more or less serious temporary spot shortage. These items have advanced quite sharply. Others are doubtless in the same position as regards supplies available in the New York market, but failure of the demand to improve has prevented rises in many of them.

Floral products have been in very quiet demand and in a few directions some tendency to shade prices slightly has been noted. This has not been general for stocks are not heavy and sellers look for a considerable improvement within the next few weeks.

The citrus oils have all strengthened materially. To some extent speculative firmness in the primary markets has been to blame for the rise in quotations. More important, however, has been the fact that lack of demand during the last few months has failed to furnish any incentive for dealers to import and stock goods. Then when demand finally did arise, there were insufficient parcels of practically all of these oils to be had in the local market and prices rose. The advance seems to be only temporary although dealers and exporters in Italy may be able to perpetuate it. Lemon and West Indian orange have led in this movement.

Seed and spice oils have been featured by the acute scarcity and very sharp rise in coriander and the extremely low price of clove, which has been selling at the cheapest levels in years. It is unlikely that the former

condition will be corrected during the present season or until new crop seed comes through. There is a general belief, however, that clove oil at present levels is a very good buy and for this reason, higher levels are anticipated on account of stocking up tactics of some of the large purchasers.

The domestic group is still featured by the lack of supplies of wormwood. This item is very high and will not be any lower this season unless unforeseen events change the entire character of the market. There has been a slightly firmer tone in evidence in peppermint, but whether prices will hold at the recently advanced levels is a question. Spearmint has been steady, while wormseed has been unsettled and weak and is still in that position.

The general list of miscellaneous oils has been troubled by lack of inquiry. There have been relatively few changes in price, but there are reports of shading through brokers and second hands. A resumption in trading, however, which is anticipated for February and March, may well change the entire course of the market from one of easiness to one of considerable strength on account of the prevailing condition of supplies.

Synthetics and Aromatic Chemicals

Most of the items on the list have been steady during the entire period under review. Changes have been very few and on the whole, relatively unimportant. Immediately before the first of the year, there seemed to be a tendency in one or two quarters to shade prices, but this was rapidly overcome when it was seen that these tactics were not likely to result in any increase in the demand.

The inquiry, throughout the month has been slow. There is as yet little sign of any marked improvement, although talk among the producers and the importers as well is more optimistic than it was last month. February is expected to bring a resumption in the inquiry from the consumers and hence firmer quotations.

There has again been some resale shading in the vanillin market where large quantities have been concerned. Demand is said to be rather light and raw material is cheap enough to bring some pressure upon the manufacturers and dealers. Coumarin is also a little unsteady, especially in the hands of resellers. Easier prices are being quoted on eugenol and iso-eugenol in some quarters, although no substantial cuts have been made in the market.

There has been an advance in eucalyptol owing to the firmer position of the raw material. Geraniol is steadier and during the last few weeks some fair business is said to have been closed in it.

Artificial musks are still more or less unsettled and some of the sellers are willing to shade prices when business

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$3.10@	\$3.30	Hops, oz.	16.00@	Valerian	11.00@
S. P. A.	3.30@	3.65	Horsemint	4.25@	Verbena	3.75@ 7.00
Sweet True	82½@	.85	Hyssop	24.00@	Vetivert, Bourbon	6.50@ 8.00
Apricot, kernel52@	.60	Juniper Berries, rectified	3.00@	Java	22.00@
Amber, crude45@		Juniper Wood60@	East Indian	30.00@
rectified65@	.90	Laurel	5.00@	Wine, heavy	1.75@
Ambrette, oz.	50.00@		Lavender, English	32.00@	Wintergreen, Southern	4.50@
Amyris balsamifera	2.50@	3.00	U. S. P. "X"	3.50@	Penn. and Conn.	8.50@ 9.50
Angelica Root	22.00@	28.00	Garden55@	Wormseed	3.10@ 3.25
seed	37.00@	42.00	Lemon, Italian	2.80@	Wormwood	12.50@ 13.00
Anise, tech.62½@	.65	Calif.	2.70@	Ylang-Ylang, Manila	26.00@ 32.00
Lead free, U. S. P.64@	.68	Lemongrass	1.05@	Bourbon	10.50@ 12.00
Aspic (spike) Spanish	1.25@		rectified	1.45@		
French	1.50@		Limes, distilled	7.00@		
Bay, Porto Rico	2.10@		expressed	10.00@		
West Indies	2.10@		Linaloe	2.25@		
Balsam Tolu	7.00@		Lovage	16.00@		
Balsam Peru	8.00@		Mace, distilled	1.90@		
Basil	38.00@	45.00	Mandarin	9.50@		
Bergamot, 35-36 per cent	6.00@	7.00	Marjoram	6.25@		
Birch, sweet N. C.	1.90@	2.15	Melissa	5.00@		
Penn. and Conn.	3.00@	4.00	Mirbane15@		
Birchtar, crude14@		Mustard, genuine	10.00@		
Birchtar, rectified50@	.65	artificial	2.20@		
Bois de Rose, Femelle	2.20@	2.60	Myrrh	12.50@		
Cade, U. S. P.30@	.35	Myrtle	4.00@		
Cajeput, Native90@		Neroli, Bigarade, pure	140.00@		175.00
Calamus	3.75@	4.25	Petale, extra	165.00@		200.00
Camphor, "white"15@	.17	Niaouli	2.50@		
sassafrassy19@	.20	Nutmeg	1.90@		
Cananga, Java native	3.75@		Olibanum	6.50@		
rectified	4.40@	4.60	Orange, bitter	3.15@		3.30
Caraway Seed, rectified	1.85@		sweet, W. Indian	3.10@		3.20
Cardamon, Ceylon	35.00@	37.00	Italian	3.20@		3.40
Cascarilla	64.00@	70.00	Calif. exp.	3.15@		Nom.
Cassia, 80@85 per cent	1.80@	2.00	dist.	2.50@		
rectified, U. S. P.	2.00@	2.20	Origanum, imitation35@		
Cedar Leaf	1.10@	1.50	Orris Root, concrete, domestic (oz.)	4.00@		4.50
Cedar Wood35@	.40	foreign (oz.)	5.00@		5.50
Cedrat	4.00@		Orris Root, absolute (oz.)	55.00@		70.00
Celery	8.00@		Orris liquid	18.00@		
Chamomile, (oz.)	3.50@	5.00	Parsley	7.00@		
Cherry laurel	12.00@		Patchouli	9.00@		10.00
Cinnamon, Ceylon	12.00@	15.00	Pennyroyal, American	2.55@		
Cinnamon leaf	1.75@	2.00	French	1.70@		
Citronella, Ceylon37@	.42	Pepper, black	6.50@		
Java47@	.52	Peppermint, natural	3.50@		3.65
Cloves, Bourbon	2.10@		redistilled	3.65@		3.75
Zanzibar	1.40@	1.60	Petitgrain, So. Amer.	1.85@		
Cognac	22.00@		French	15.00@		
Copaiba	1.00@		Pimento	3.35@		3.50
Coriander	12.00@	12.50	Pine cones	3.75@		
Croton	1.10@	1.35	Pine needle, Siberia85@		.95
Cubebs	3.80@	4.00	Pinus Sylvestris	2.00		
Cumin	7.50@		Pumilionis	2.75		
Curacao peels	5.25@		Rhodium, imitation	2.25@		5.00
Curcuma	3.00@		Rose, Bulgaria (oz.)	10.50@		22.00
Cypress	5.15@		Rosemary, French65@		
Dillseed	4.50@	6.50	Spanish45@		
Elemi	1.65@		Rue	3.60@		
Erigeron	2.60@		Sage	3.00@		
Estragon	39.00@		Sage, Clary	40.00@		
Eucalyptus, Aus. "U.S.P."	62½@	.67½	Sandalwood, East India	7.75@		
Fennel, Sweet85@	.90	Sassafras, natural	1.00@		1.25
Galbanum	26.00@		artificial30@		1.10
Galangal	25.00@		Savin, French	2.25@		
Geranium, Rose, Algerian	3.30@		Snake Root	13.50@		
Bourbon	3.30@		Spearmint	5.00@		
Spanish	16.00@		Spruce	1.10@		
Turkish (Palma rosa)	3.00@		Styrax	12.00@		
Ginger	5.25@	6.00	Tansy	5.00@		
Gingergrass	3.00@		Thuja	1.35@		1.60
Guaiaac (Wood)	3.50@	4.00	Thyme, red	1.00@		1.20
Hemlock	1.10@		White	1.10@		1.35

TERPENELESS OILS

Bay	6.00@	
Bergamot	18.00@	20.00
Clove	3.00@	
Geranium	9.25@	
Lavender	14.50@	
Lemon	14.00@	20.00
Lime, Ex.	65.00@	
Orange, sweet	95.00@	110.00
bitter	100.00@	
Petitgrain	6.00@	
Rosemary	1.75@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	22.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII.	5.00@	
U.S.P. IX	5.00@	
Ginger, U.S.P. VIII	4.60@	
alcoholic	3.00@	
Cubeb	4.25@	
Malefern	2.65@	
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	6.00@	15.00
Patchouli	18.00@	
Pepper, Black	4.50@	
Sandalwood	16.60@	
Vanilla	8.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.60@	4.00
Acetyl Iso-eugenol	9.00@	
Aldehyde C 8	40.00@	
C 9	50.00@	
C 10	30.00@	
C 11	35.00@	
C 12	45.00@	
C 14	35.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.80@	
Amyl Cinnamate	2.50@	
Amyl Formate	1.70@	2.00
Amyl Phenyl Acet.	5.00@	
Amyl Salicylate, dom.	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom.	3.40@	
foreign	3.75@	
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	1.90
Benzylidenacetone	3.25@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.15@	
foreign	1.35@	1.45

Benzyl Alcohol	1.20@	1.60	Paracresol Methyl Ether	7.00@	8.00	Rice Starch	.12@	.15
Benzyl Benzoate	1.30@	1.50	Paracresol Acetate	5.75@		Rose leaves, red	2.00@	
Benzyl Butyrate	5.50@	6.25	Phenylacetaldehyde 50%	6.00@	8.00	pale	.50@	
Benzyl Cinnamate	9.00@	9.50	imported	6.00@	8.00	Rose water, gal.	1.25@	
Benzyl Formate	3.60@		100%	9.50@	10.50	Sandalwood chips	.45@	.50
Benzyl Iso-eugenol	30.00@		Phenylacetic Acid	3.40@	4.00	Saponin	1.45@	
Benzyl Propionate	3.75@	5.00	Phenylethyl Acetate	10.00@	15.00	Styrax	.47½@	2.20
Benzyl Succinate	5.50@		Phenylethyl Butyrate	16.00@	20.00	Talc, domestic (ton)	18.00@	33.00
Borneol	2.75@	3.50	Phenylethyl Formate	18.00@		French (ton)	40.00@	45.00
Bornyl Acetate	4.00@	4.15	Phenylethyl Propionate	18.00@		Italian (ton)	50.00@	65.00
Bromistrol	4.75@		Phenylethyl Valerate	20.00@		Vetivert root	.30@	
Carvene	.50@		Phenylethyl Alcohol, dom.	4.75@	5.50	Zinc Stearate	.26@	.30
Carvol	4.25@	5.00	imported	5.25@	6.00			
Cinnamic Acid	3.25@	3.50	Phenylpropyl Alcohol	16.00@				
Cinnamic Alcohol	3.90@	4.50	Phenylpropyl Aldehyde	12.00@				
Cinnamic Aldehyde	2.70@		Rhodinol, dom.	9.50@	17.00			
Citral C. P.	2.75@	3.00	foreign	12.00@	17.00	BEANS		
Citronellal	3.40@		Safrol	.31@	.34	Tonka Beans, Para.	.90@	.95
Citronellol, dom.	4.25@	5.00	Skatol, C. P. (oz.)	9.00@	10.00	Tonka Beans, Angostura	1.90@	2.00
foreign	5.00@	5.50	Styrallyl Acetate	20.00@		Vanilla Beans, Mexican	3.50@	5.00
Citronellyl Acetate	8.75@	9.25	Styrallyl Alcohol	20.00@		Mexican, cut	2.35@	2.75
Coumarin, dom.	3.75@		Terpineol, C. P. dom.	.39@		Vanilla Beans, Bourbon,	2.00@	2.50
foreign	3.75@		imported	.50@	.60	whole	1.75@	
Cuminic Aldehyde	62.00@		Terpinyl Acetate	1.10@	1.25	Bour. cut	1.75@	
Decyl Acetate	28.00@		Thymene	.35@		Vanilla Beans, South	2.50@	3.25
Decyl Alcohol	28.00@		Thymol	2.90@		American		
Diethylphthalate	.32@	.37	Vanillin	7.80@	8.15	TINCTURES		
Dimethylphthalate	.65@		Violet Ketone Alpha	7.50@	10.00	Ambergris	18.00@	
Diphenylmethane	1.75@	2.45	Beta	7.00@	8.00	Benzooin	1.75@	
Ethyl Acetate	.50@	.55	Yara Yara	1.50@	1.75	Civet	2.50@	4.00
Ethyl Benzoate	1.80@					Musk, nat	25.00@	
Ethyl Butyrate	1.80@		SUNDRIES			Orris root	2.00@	
Ethyl Cinnamate	3.90@		Alcohol, Cologne, spts.,			Balsam Tolu	1.50@	
Ethyl Formate	1.00@		gal.	2.70½@	2.90	Vanilla	2.50@	3.00
Ethyl Propionate	2.75@		Almond Meal	.40@	.50			
Ethyl Salicylate	2.65@		Ambergris, black (oz.)	38.00	Nom	SOLUBLE RESINS		
Eucalyptol	1.15@	1.25	gray	.52½@	.57½	Ambrette	18.00@	
Eugenol	2.85@	3.15	Balsam Copaiba, S. A.	.50@	.55	Castoreum	28.00@	
foreign	2.90@	3.30	Para	1.75@		Chypre	13.00@	
Geraniol, dom.	2.20@	2.80	Balsam Peru	1.20@		Civet	80.00@	
foreign	2.75@	4.00	Tolu	1.20@		Cyste	6.00@	
Geranyl Acetate	3.55@	4.00	Baudruche skins, gr.	18.00@	25.00	Benzooin	2.75@	
Geranyl Butyrate	12.50@		Beaver Castor	4.50@	7.00	Galbanum	6.00@	
Geranyl Formate	8.00@	12.00	Cardamon Seed, green	1.15@		Labdanum	5.50@	
Heliotropin, dom.	1.85@	2.00	decort	1.50@		Myrrh	7.00@	
foreign	2.10@	2.35	Castoreum	12.00@	15.00	Oak Moss	16.00@	
Hydroxycitronellal	6.00@	10.00	Chalk, precipitated	.03½@	.06½	Olibanum	6.00@	
Indol, C. P. (oz.)	3.10@	5.50	Cherry laurel water, gal.	1.25@		Opoponax	12.00@	
Iso-borneol	2.30@		Civet horns (oz.)	2.75@	3.25	Orris Root	12.00@	
Iso-bornyl Acetate	3.25@		Guarana	2.15@	2.50	Patchouli	8.50@	
Iso-butyl Benzoate	4.00@		Gum Benzooin Siam	1.50@	1.75	Peru balsam	6.00@	
Iso-butyl Salicylate	3.00@	6.00	Sumatra	.75@	.85	Sandalwood	10.50@	
Iso-eugenol, dom.	4.00@		Gum Galbanum	1.35@	1.50	Styrax	2.75@	
foreign	4.50@	4.75	Gum Myrrh	.75@	1.00	Tolu balsam	3.50@	
Iso-safrol	1.75@		Kaolin	.03@	.03½	Vetivert	11.00@	
Linalool	3.50@	5.00	Labdanum	8.00@				
Linalyl Acetate 90%	5.75@	6.75	Lanolin hydrous	.18@	.20	CERTIFIED FOOD COLORS		
Linalyl Benzoate	12.00@		anhydrous	.20@	.23	Amaranth	4.75@	
Methyl Acetophenone	3.75@		Menthol, Jap	4.35@	5.35	Orange II	4.50@	
Methyl Anthranilate	2.50@	3.00	synthetic	3.25@	4.00	Tartrazine	4.75@	
Methyl Benzoate	2.15@	2.25	Musk, Cabs, pods. (oz.)	Nominal		Ponceau 3R	7.75@	
Methyl Cinnamate	3.90@	4.35	grains (oz.)	Nominal		Indigo	16.00@	
Methyl Eugenol	7.25@	9.00	Tonquin, gr. (oz.)	36.00@		Erythrosine	20.00@	
Methyl Heptenone	10.00@	11.00	pods (oz.)	25.00@		Guinea Green B.	17.50@	
Methyl Heptine Carbon	22.00@	36.00	Olibanum, tears	.14@	.30	Brown	5.85@	
Methyl Iso-eugenol	9.00@	13.00	siftings	.12½@		Grape	4.40@	
Methyl Octine Carb.	25.00@	32.00	Orange flowers	.40@	1.00	Red	3.25@	5.50
Methyl Paracresol	6.75@	7.50	Orange flower water, gal.	1.50@		Green	4.00@	
Methyl Phenylacetate			Orris Root, Florentine	.10½@	.13	Yellow	3.25@	3.50
Art. Honey, Aroma	4.65@	6.00	powdered	.13@	.25			
Methyl Salicylate	.42@	.50	Orris Root, Verona	.09@	.10½	OIL SOLUBLE COLORS		
Musk Ambrette	6.75@	8.00	powdered	.12½@	.25	Alcannin	5.00@	
Ketone	8.25@	9.50	Patchouli leaves	.35@	.90	Black	5.50@	
Xylene	2.60@	3.00	Peach Kernel meal	.35@		Blue	5.00@	
Nerolin	1.50@	1.75	Reseda flowers, powd.	1.50@		Brown	5.50@	6.50
Nonyl Acetate	48.00@		Rhubarb Root, Shensi	Nominal		Green	4.00@	
Nonyl Alcohol	40.00@	52.00	High Dried	.40@	.50	Red	5.00@	8.00
Octyl Acetate	32.00@		Powdered	.55@	.75	Yellow	5.00@	
Octyl Alcohol	32.00@							

Synthetics and Aromatic Chemicals

(Continued from Page 679)

comes through. There have been few instances of actual reductions during the month, possibly because inquiries have not been of a character which would lead to shading. Poorer inquiry is noted for violet ketones although prices hold up. Methyl anthranilate has also eased a little on account of lack of inquiry.

Vanilla Beans

Nothing which has happened during the last month has altered the general aspect of the market. Beans continue to be very cheap and on Bourbons especially some very low prices have been paid. At the same time, all of the cheap beans which have been sold have not been of very high quality, but the average price has continued low and seems likely to do so for some little time on account of the good sized stocks which exist in this and other markets. The Mexicans are also low, but here the situation is somewhat different. There are those in the trade who look for a much firmer market in Mexicans, regardless of what happens in the other types. This, of course, is a possibility, within certain limits.

The demand has not been very heavy locally although low prices have brought in a fair number of contract inquiries and some business in futures has been and is being done. For the spot jobbing trade, inquiry has been poor. It is not expected to gain much during the next few weeks.

On the whole, the situation is hardly a favorable one from the standpoint of the sellers and an early improvement seems more or less unlikely.

Sundries

As indicated in our former review, the price of menthol has advanced and the advance does not seem to be over as yet. Holders here have moved their prices up rather sharply, but have not kept pace with the rapid gain in the Japanese levels. It is anticipated by those in closest touch with the situation that prices will be considerably higher before they are any lower on this article. The remainder of the list has been quiet and generally unchanged. Business has been slow and on the whole there has been a tendency to shade prices to some extent.

Eucalyptus Oil Pool in Australia

Victorian eucalyptus distillers recently approached the Minister for Forests with a view to arriving at better methods for the marketing of eucalyptus oil, according to Trade Commissioner E. G. Pauly, Melbourne. The main suggestions made for placing the industry on a better footing were: Constitution of a compulsory pool, greater security of tenure of areas from which eucalyptus leaves are obtained, and appointment of a representative in London to endeavor to regulate the market.

The Minister for Forests has promised to give the matter serious consideration. It is thought that, to make such a pool effective, it would have to include more than one Australian State. Victoria and Tasmania are the two largest eucalyptus-producing States. Their chief markets are Great Britain and the United States.

Simple Recipe

"Do you know how to make a peach cordial?"

"Sure; send her some candy."—*Ohio State Sun Dial*.

Castorum Auctioned in London

The annual castoreum sale of the Hudson's Bay Co. was held in December, when 1,604 lb. was offered, against 1,830 lb. in 1926 and 1,488 lb. in 1925. The quality of the consignment was fairly good, on the whole, but several lots of the higher grades were noticeably damp, due, no doubt, to the fact that on account of the late arrival of the castoreum this season, no time had been allowed for the usual drying period. Practically the whole of the offerings found ready buyers, and competition for supplies was much keener than anticipated. The only parcels "bought in" were firsts, but several lots were sold after the sale around 50s. per lb. The demand from the home trade was negligible, while Germany and France were the principal buyers. A fair amount was also bought by dealers, whose stocks during recent months have been depleted. Prices were unchanged for firsts; seconds were sold up to 46s. per lb., the highest last year being 40s.; thirds realized up to 34s., against 33s. last year; pickings up to 26s., against 25s. last year. In view of the fact that during the past few months most of the second-hand lots have been cleared, it is fully expected that values will be maintained, as no further supplies are expected for another year.

Of the Oregon castoreum, 762 lb. was catalogued, against 668 lb. last year, the quality of which was about equal to that of last year and fairly dry. A few lots only were sold, the bulk being withdrawn on account of the higher limits wanted by the shippers. Seconds sold at 35s., thirds 25s., pickings 17s. to 18s. per lb.

Record Spanish Olive Oil Crop

Production of olive oil in Spain for the 1927-28 season is expected to reach 1,205 million pounds, according to Consul Henry at Barcelona. Should this estimate be borne out by later conditions the crop would be the largest of which there is any record for that country. Normal production of oil in Spain, the world's largest producer of olive oil, is about 660 million pounds, but production last year was below the normal, being only 507 million pounds.

The olive crop is also a record one and is officially estimated at 6,291 million pounds.

Synthetic Menthol in Germany

William T. Daugherty, American trade commissioner at Berlin, reports that according to the *Deutsche Bergwerkszeitung*, Essen, Schimmel & Co., in Leipzig-Miltitz, has brought synthetic menthol on the market. The product is represented as having both the appearance and the odor of natural menthol, and exhaustive physiological experiments in Leipzig are said to have proved that it is more effective than the natural product. The price of menthol has accordingly fallen, the report says. Details of the process are lacking.

Minor Essential Oils

There are several essential oils which are used by European perfumers in limited quantities and also to a very minor extent by American manufacturers. Inasmuch as the market for these oils is very limited, our price list has not carried regular market prices for them. It is probable, however, that manufacturing perfumers might care to look into these products, among which are oil petitgrain, mandarinier; oil petitgrain, citronier; and oil verbena, Spanish.



Errors in the "Alcohol Method"*

by Masao Nonaka.

It is known that the change of color of the indicator varies according to the solvent used. The titration is carried out to conform to the different solvents in which the change of color of the indicator varies. The change of color of the indicator in a solution in water was now used on an alcoholic solution, which caused the error in the number established. The actions of the alcohol and of the soap on the change of color of phenolphthalein are examined in the "Alcohol Method" for determining the free alkali in the soap. The amount of alkali is determined at the critical point, which permits the recognition of a difference in the color as compared with that of a neutral solution. The error, which is to be charged against the alcohol, according to observations amounts to about $2 - 4 \times 10^{-4} N$ in case of an alcohol content about 90 per cent. The higher the temperature, the less is the error. This error may depend upon the readings of the dissociation constants of the indicator and the degrees of ionization of the electrolyte by the alcohol. The action of the soap in the alcoholic solution is greater than the alcohol error, which is to be explained by the adsorption of alkali in the soap micelle. This error also lies in the neighborhood of $10^{-4} N$. Besides, the water content of the soap also dilutes the alcohol, which contributes to the error. The amount determined by the alcohol method of the free alkali is extremely unreliable in case of less than a decimal fraction.

A similar error may also be observed in case of the neutralization number of fatty acids and the saponification number of fats.

*From *Seifens.-Ztg.* Vol. 54, No. 37, Sept. 1927, p. 706.

New Rosin Standard Adopted

Secretary of Agriculture Jardine has established a new standard, effective April 1, 1928, for rosin redder in color than is covered by previous standards. The new grade is "FF Rosin" and applies to rosin which because of the redder color can not be graded under the other United States Standards. The standard for FF rosin is the type which has been prepared by the Secretary and designated "FF." The grade of the rosin shall also be determined by designating it as "gum rosin" or "wood rosin," as the case may be.

Features in Other Sections

Readers of the SOAP SECTION will find much of value to them in the TRADE NOTES, Patents and Trade Marks, Washington Correspondence and other sections of this magazine. The advertising pages also contain much useful information for the soap manufacturer.

Concerning Liquid Soaps*

by H. Pomeranz.

"Requests for information of a good formula for producing liquid hair soap, mild in action. It must be quite clear, must lather very well and must be economical in use, must take perfume and color as desired."

Thus reads a request in this publication. By the time when these lines are printed, there will probably have appeared several formulae in answer thereof, some of which will be more satisfactory and others less so. Doubtless the soap industry at its present stage has grown from its crude empirical condition into a scientifically developed technique, in which each operation finds a more or less scientifically established explanation. My problem at this point is not to give into the hands of the reader a formula for preparing a liquid soap, nor to engage in a critical discussion of the known formulae, but to give an explanation of what constitutes a good liquid soap from the standpoint of chemistry and physics.

"Sodium soaps are solid. Potash soaps are fluid." These sentences every student of chemistry finds in the short textbook by Bernthsen. This property of soap is explained simply by the fact that the potash salts of the fatty acids are more easily soluble in water than the sodium salts, and since every soap in use contains a certain amount of water, this water content suffices to keep the potash soaps in a more or less liquid condition. Hence it follows that soft soaps and liquid soaps are as a rule potash soaps. It is clear that the water solubility depends in the highest degree upon the character of the fatty acid.

Stearine soaps are more difficultly soluble in water than olein soaps; the latter again are more difficultly soluble than castor oil soaps. Soaps of the oxy-fatty acids are very easily soluble in water, and cannot be salted out at all by electrolytes. But now the solution of soaps in water is accompanied by quite a series of subsidiary reactions which recently formed the subject of comprehensive and fundamental investigations by Friedrich Kraft. I understand by this the hydrolysis, i.e., the splitting of the soap by water into more acid fatty acid salts and free alkali. The former are always more difficultly soluble in water than the corresponding neutral salts, which is the cause of the turbidity of soap solutions, which, according to circumstances, appears sometimes in the form of the separation of crystals, sometimes in the form of an opal fluid which can be filtered out. These separations are intimately related to the condition of aggregation of the fatty acids which constitute the foundation of soap. The higher the melting point of the acids, the higher is the temperature at which the turbidity of the soap appears. Not less significant are the concen-

*From *Seifens.-Ztg.*, Vol. 54, No. 27, 1927.

trations of the solutions. A solution which contains more than 30% of fatty acid is colloidal, while diluted solutions contain even the undissolved part of the soap in crystalline form.

So much concerning our knowledge of solutions of soap in water. The role which the reciprocal relation of solution of water and soap plays in the technique of soap making has been studied in a scientific and thorough manner by Prof. Leimdoerfer, the results of whose most recent comprehensive findings appeared in the first numbers of this publication of the current volume. I therefore consider it appropriate to treat the question of preparing a good liquid soap as a case depending upon the solubility of the soap in water, in order to determine by this viewpoint the general direction of how such a soap should be prepared. This consideration naturally will not discount the formulae already known, but will rather lead to their correct evaluation and utilization.

Of liquid soaps, the soap industry knows a great many, not only in the form of hair washes. Many so-called textile oils are nothing but liquid soaps; even Turkey red oil may be conceived as a fluid soap. Even oils which serve other purposes are nothing more than liquid soaps of oily consistency, which permit of greater or less dilution with water. We recognize from this that in liquid soaps the hydrolysis of soap with water is in the first instance depressed to the minimum. It is by this consideration alone that the possibility is given of preparing clear and transparent aqueous soap solutions of about 15-20% of fatty acid content. The question now is, which fatty acids and which alkalies permit the production of such soaps.

Kraft has laid down the following rule:

The temperature at which the hydrolysis of the soap takes place is always lower than the melting point of the fatty acid. If oleic acid is still fluid at ordinary room temperature, its soaps are still undecomposed at this temperature in their aqueous solution. Still better in this respect are castor oil soap and the soaps of the oxy-fatty acids. Coconut oil, which in great part consists of lauric acid of low molecular structure, likewise furnishes a soap which splits with difficulty in water at ordinary room temperature; thus, the fats enumerated receive first consideration in the making of liquid soap. It is evident that potash is a more suitable alkali for fluid soaps than sodium.

Now there is a series of substances which retard or entirely hinder the hydrolysis of soap. In the front line are the alcohols, those univalent like methyl, ethyl and propyl alcohols, as also multivalent alcohols like glycol, glycerine, and also glucose (starch sugar). It is well known that addition of these substances to soap results in the clearing of the solutions. Much more effectively does the sulfonation of the fatty acid used for the soap bring about the clearing of the aqueous soap solution, at any rate as far as the character of the fatty acid permits of sulfonation. If oleic acid is sulfonated with concentrated sulfuric acid in a form like Turkey red oil, the sulfo-acid yields both an acid and a neutral and alkaline clear soap solution. The same is true also of linseed oil fatty acids, fish oil fatty acids, not to mention castor oil fatty acids. The technical process of sulfonation, as far as is known to me, has not yet sufficiently penetrated into ordinary soap making, and to this end the soap maker would need to be accustomed to treat his fats first with sulfuric acid.

When sulfonation is under consideration the thought al-

ways reverts to castor oil and Turkey red oil and other oils of the textile and leather industries. Of a regular preparation of soap from sulfonated oils not much has been said so far, and yet such a working method would be appropriate for the preparation of liquid soaps. Sulfonation in this case would have for its only purpose to make soluble fatty acids insoluble in water, and thereby render its soaps clearly capable of being mixed in every proportion with water. Whether pure sulfo-oleic acid is used, or a mixture of this with other acids, like, say, Turkey red oil, sulfonation would be able either to render quite superfluous the use of alcohol, glycerine and water or restrict it to very small quantities. A soap made from sulfonated oils would doubtless be "mildly active," and "quite clear"; how far it would prove to "lather very well" and also be "economical in use," naturally cannot be stated in advance. Self-evidently, it could be perfumed and colored at pleasure.

These are the general viewpoints from which this question would need to be discussed. The known formulae are of course built up on the basis of the above stated theory. The theoretical clearing up of the same can only aid the thoughtful soap maker who works for a conscious end, in finding new combinations for reaching the end aimed at in the best manner.

Deflocculating and Frothing Powers of Soaps

R. M. CHAPIN. *Oil and Fat Industries* 4, 210-4 (1927).—In order to determine directly the relation between frothing and deflocculation the essential features of the "graphite test" and other frothing tests were combined with the "carbon black test" and a modification of the latter was suggested as follows: tubes of soap solution were prepared charged with carbon black and agitated in the constant temperature bath exactly as in the carbon black test, except that the final agitation was continued for only 30 minutes. Next, each tube was removed, shaken for 5 seconds, returned to the carrier in the bath, left at rest for 2 minutes and then observed for the presence of a crescent of white froth. Finally the contents of all the tubes were filtered through papers standardized to pass 10 cc. H_2O from 20 cc. within 14-18 seconds. The filtrates were colorimetrically compared with the Co-Ni-Cu standard to determine their "color ratios" in the manner described for the carbon black test. By the color ratio of a filtrate is meant the ratio of the color of a solution of that filtrate (7 cc.) made to a volume of 100 cc. compared with the color of the same Co-Ni-Cu standard. It appears that frothing and deflocculation are concomitant and that both are due to a similar mechanism. But the parallelism between the two is so poor that no test for frothing power, whether utilizing the froth in a qualitative or quantitative way, deserves much confidence as an indication of deflocculating power.—*Chemical Abstracts*

Jamaican Soap Industry Protected

At the closing sitting of the Session the Jamaica Legislature adopted a protective tariff designed to encourage minor industries, including soap, edible oil, etc. In the course of the debate the Governor, Sir Reginald Stubbs, stated that the colony was over-populated, and that the outlets for employment are now closed. Unless the development of the country kept pace with the increase of population, conditions would, he said, become serious.

Testing the Keeping Quality of Soaps*

*Method for Quickly Ascertaining Effects of Storage
as Worked Out in Laboratory of Stereol*

by Dr. F. Wittka

IN a former communication¹ it was pointed out that traces of salts of the heavy metals by catalysis hasten to an extraordinary extent the discoloration and rancidity of soaps. It is possible to make use of this property of the metals, especially of copper, for making a quick test of the keeping quality of soaps in light and in storage. A series of tests carried on for a considerable time resulted in a complete agreement of the slow natural process of the rancidity of soaps with the process hastened by catalytic influences and by illumination with the quartz lamp.

Soaps which after treatment with copper salts turn yellow rapidly under illumination with the quartz lamp behaved in the same way during normal storage in diffused daylight, and soaps which under ordinary circumstances proved themselves good and of good keeping quality showed like tendency under the quartz lamp.

The execution of the test is very simple. Freshly cut surfaces of the soap pieces to be tested are moistened with a water solution of copper acetate and are exposed to the light of a quartz lamp, to sunlight, or to diffused daylight. The strength of the solution is best made $n/30$, that is 3g of $Cu(C_2H_3O_2)_2 \cdot H_2O$ to the liter; solutions more strongly concentrated yield more rapid visible results. However, in the comparison of light colored soaps which had turned slightly yellow the strong natural color of the copper soaps formed is confusing. After six hours of illumination by the quartz lamp, after a longer illumination in sunlight or in diffused daylight, differences in the keeping quality of even slightly yellowing soaps are already distinctly visible. It is self-evident that for purposes of comparison of the samples it is necessary to expose to the light control pieces which had not been treated, and to keep other pieces in darkness.

In a series of tests the following changes in the coloration of the soap pieces resulted:

Duration of the illumination with the quartz lamp 16 hours:

	Color of the Soap Pieces	
	Before illumination	After illumination
Base soap I.....	Yellowish white	Somewhat reddish
Base soap I with 2% resin..	Yellowish	Distinctly brown-yellow
Base soap II.....	Slightly Yellow	Brown-yellow
Base soap II with 2% resin..	Yellow	Yellow-Brown
Base soap II with 2% resin and 2% of waterglass..	Slightly Yellow	Brown yellow
Textile soap, free from resin.....	Deep yellow	Light brown
Grained soap with 15% resin.....	Deep yellow	Brown
Textile soap, II quality.....	Brown	Deep brown

For the purpose of control soap pieces treated and not treated were stored in the dark, and other like samples were excluded from the air. In the same time-period the pieces stored in the dark had scarcely changed their appearance; but after very long storage (6 weeks) distinct differences between the pieces treated and those not treated were observable. The samples excluded from the air hardly

changed their colors after months of storage; above all no differences were observable between pieces treated and pieces not treated. In this case it made hardly any difference whether these samples were stored in the dark or were exposed to diffused sunlight.

The series of tests therefore confirms anew my formerly expressed viewpoint that the tendency of soaps to rancidity is to be explained by oxidizing action which may be eliminated in different ways, in the given case by salts of the heavy metals. The rapidity of oxidation, therefore also the rapidity of the tendency to become rancid, is dependent upon various external circumstances. It is greatly hastened by catalysers and by light, is very strongly hastened by direct sunlight in the presence of a catalyser. Very good catalysers are copper salts and iron salts.

The comparison of the kinds of soap examined, therefore, reveals interesting relations between the keeping capacity of soaps in storage and their fat addition. The soap prepared from the purest fats, base soap I is least affected by light, i.e. keeps best in light; base soap II, made of the more impure fats has a much diminished keeping quality; still less well does resin-free textile soap keep; the grained soap of commerce with 15% of resin and second quality of textile soap, as experience teaches, keep very poorly in storage. In other words the poorer the fats in addition, the less keeping quality has the soap.

Just as interesting as the part played by a pure fat addition is the part played by resin. Resin, the addition of which even to the finest soaps has always been praised as advantageous, proves to be a very poor addition to soaps in which good keeping quality in storage is desired. Even small quantities of the resin, say 2 per cent, may greatly lessen the quality of a soap measured by its capacity to keep in storage. The strong contrasts in the colors of base soap I and II before and after exposure to light, with and without resin, clearly show this. That then a normal grained soap with 15 per cent of resin turns yellow rapidly is not much to be wondered at. The property assigned to resin as anti-catalyser in the tendency to rancidity in soaps seems to fail in the presence of traces of salts of heavy metals. This result moreover agrees with observations that an addition of resin, advantageous in other respects, is not good for soaps which are expected to keep long unchanged.

In contrast with resin waterglass is a good negative catalyser; as the comparison of base soap II shows, it almost neutralizes the action of resin. As little as 2 per cent waterglass shows a good result; however at that I would not wish to recommend water glass as an addition to fine soaps.

Parallel with the change of color there occurs in these unperfumed soaps a change in the odor. The strongly yellowing soaps after treatment with copper salts, even after very short exposure to light, show a distinctly rancid odor which soon cancels the agreeable fragrance of the fresh soap. For perfumed soaps a like result is to be expected, for, as the

*From *Seifens.—Ztg.*, Vol. 54, No. 42, (1927).
¹*Seifens.—Ztg.* 1927, No. 39, p. 740.

tests show, rancidity of soaps is a consequence of oxidation. The method, since it here also gives visible results in a short time, will be serviceable also for the examination of fine soaps.

It permits the testing of new perfume compositions from natural or artificial perfumes with reference to their stability in soaps, as well as the testing in brief order of the keeping quality of new coloring substances for fine soaps. I hope to be able to give a report on this point.

Summary: Description of a method which permits the testing in a short time of grained and fine soaps for stability in light and storage. From the examples given there results a confirmation of the view point that oxidation plays an important part in the process of the rancidity of soaps. Furthermore interesting observations are made on the relation between the capacity of soaps to keep in storage and their fat addition. The results of the tests point to the importance of selecting the fats for making soaps that shall keep well. The unfavorable influence of resin upon the keeping quality of soaps is also especially pointed out. For testing new soap additions, especially such as contain refuse fats, and for testing new colors and new processes of perfuming soaps this method will do good service.*

*For me it was very agreeable to find in the writings and the note of an associate like Chem. Engineer Grosser (in No. 40) a confirmation of the conclusions from the results of my test. I had expected the contradiction of the specialists. The conclusions of Chem. Engineer Grosser, especially his observations on soaps prepared from distilled fatty acids and fatty acids prepared by the Twitchell process, emphasize, as did my earlier experiments, the importance of protecting the soaps against impurities in the form of salts of the heavy metals.

The Lather Number of Soaps*

by Yasota Kawakami

From the General Section of an article by the author concerning the lathering capacity of mixed sodium soaps we take the following statements:

"Since the power to lather is one of the most important factors for determining the value of soaps, a varied literature¹ exists on this subject.

"In a preliminary investigation I established the fact that the lathering power of a mixed sodium soap is not found by adding that of its component parts, and does not show the maximum of the numbers of its compositions. Therefore it will be difficult to estimate the lathering power of soaps simply on the basis of our knowledge of that of pure sodium soap, and therefore the measuring of the lathing power of mixed soaps became very necessary.

"Heretofore the lathering power was ordinarily measured by the volume of the solution converted into lather.

$$\text{Lathering number} = \frac{\text{Volume of the solution changed to lather}}{\text{Volume of the solution} \times 100}$$

"Matsumoto emphasized the fact that this method led to mistakes, because in the first place soaps made of low grade fatty acids, like coconut soap, have good lathering qualities, although their lathering number is moderate and even lower than that of soap made from hardened oil which is considered to make poor lather; and in the second place the

lathering power of tallow soap in warm solution is better than in cold solution, which contradicts the lathering number. For this reason he adhered to his judgment to take the volume of the lather rather than the lathering number. On the other hand Krafft and Fischer showed that the solutions of soap made from the lower fatty acids rapidly approached the right degree of solution when the temperature rises. Accordingly its lathering power at high temperature becomes considerably less, but the volume of the lather becomes large, and does not agree with the reality, while the lathering number is small and agrees well with the reality. In this case the lather is weak, consists of large bubbles and does not stand up well.

"Accordingly it is necessary, in measuring the lathering strength, to consider both the lathering number and the lather volume. In my experiments I adopted the following method, and by it obtained good results.

"1. The lathering number is measured as promptly as possible after violent shaking of the soap solution, usually lasting a minute. The lathering strength is divided into three classes:

- a) giving a good lather = lathering number above 80,
- b) giving a moderate lather = lathering number 50 to 80,
- c) giving poor lather = lathering number below 50.

"2. In the case when soap from tallow and soap from hardened oil show a large lathering number and a remarkably small lather volume at low temperature, the lathering strength is rated as moderate even when the lathering number lies above 80, provided that in five minutes after violent shaking the specific volume of the lather, i.e.

$$\frac{\text{volume of lather}}{\text{lathering number}} \cdot 100 \text{ is smaller than } 5."$$

Point of Solidification of Food Fats*

The point of solidification of edible fats in the oleo industry is the temperature by which is meant not so much a solidification as the crystallization of a fatty acid in the still fluid ingredients, and which, according to Mohr, is determined in the following manner: In a 50 cc. glass beaker 35 cc. of the fat are immersed in a water bath at the temperature of 50° kept in constant motion, in such a manner that the surface of the fat is 2 c. below the water level. By constant stirring the temperature is read off at definite time intervals, till it rises again at the rate of 0.2° after the minimum has been reached. In a series of experiments with palm kernel oil, coconut fat, peanut oil, lard, oleomargarine, butter fat, hardened whale oil, Premier jus, in which cases the temperature of the cooling water was chosen to be 15° (only in the last two cases 25-30°), the author showed that the method for the edible fats of the margarine industry yielded correspondingly correct values. The greatest discrepancy was $\pm 0.2^\circ$, the average discrepancy was less than $\pm 0.1^\circ$. The solidification curve was characteristic for the different fats, and showed e. g. for lard two distinct successive maxima, while this phenomenon, claimed by Hunziker also for butter fat, had not been observed by Rahn. Good margarine mixtures showed a solidification curve similar to that of butter fat.

* From *Seifens.-Ztg. f. Lebensmittel* (52).

¹ From *Seifens.-Ztg.*, Vol. 54, No. 41, (1927).
² Stiepel, *Seifens.-Ztg.*, 1914, p. 347; Steffan, *Seifens.-Ztg.*, 1915, 1, 23, 68, 115; Leimdoerfer, *Seifens.-Ztg.*, 1919, 273, 295, 317, 339; Jungkunz, *Seifens.-Ztg.*, 1925, 52; Weston, *Soap Gazette* 1920, 136; Dittrich, *Z. d. Deut. Oel- u. Fett-Ind.*, 1926, 401; Matsumoto *J. Soc. Chem. Ind., Japan*, 1923, 338; Mikumo, *same* 1924, 626; Nonaka, *same J.*, 478; Hirose, *same* 1926, 203, 565.

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

The Properties of Alcohol Soaps

A Discussion of Their Cleansing and Disinfecting Qualities by Dr. H. L. Ramsey

THE Cleanliness Institute of the U. S. A. is doing a great work in educating the American people up to the supreme need of cleanliness and disinfection as important aids to a healthy life. This, however, presupposes the existence of suitable soaps and disinfecting agents, and despite the high claims made for many now on the market most of them fall short of a true scientific standard. But there is one class of soap which, if only it could be properly prepared and possess a fair degree of stability, would go far towards meeting the most exacting claims both as to cleansing and disinfecting powers, namely alcohol soaps.

The latest researches of biological science have thrown a new light on the nature and methods of personal cleanliness, and since the days of Pasteur and Robert Koch it has been clearly recognized that something much more than mere mechanical cleaning is required: it is far more necessary to ensure perfect disinfection as well, involving the total destruction of all germs, spores, etc., both on the surface of the skin and in its deepest interstices. Now, an ordinary aqueous soap solution possesses little or no real disinfecting power, and although, in removing the dirt particles, it simultaneously removes many micro-organisms, yet vast numbers are left behind, so that much more than ordinary washing with ordinary soap is required to ensure that complete disinfection that is so eminently desirable in medical and surgical work.

Disinfection Methods

Such disinfection may be either chemical or mechanical or both. The need for the most complete disinfection possible is that of the surgeon and physician, and here it is met by the use of powerful chemical disinfectants, requiring elaborate precautions and procedure, and frequently involving risk of injury to the skin, so that they would be quite unsuitable for general use by the public. The number of chemical substances which may be regarded as safe and suitable for general use is very limited, and hardly extends beyond sublimate (mercuric chloride), soluble cresols, such as lysol, and alcohol. Sublimate is distinguished above all others by its ready absorption by the skin, and therefore has a fairly prolonged protective action; but, on the other hand, it has a certain effect on the skin and is not suitable for continual use by persons having tender skins. The action of cresols is much less powerful. Alcohol is an excellent disinfectant for the skin, and the greater the strength of concentration at which it is used the better; it is powerful in action, and does no injury to the skin, however often used as a disinfecting agent.

In considering mechanical disinfection, as distinct from the more specific chemical kind, we are faced with the fact that the peculiar structure of the skin renders complete sterilization almost impossible. That structure is characterized by numerous deep channels and interstices in which bacteria are imbedded, so that when the surface ones are removed others come up to take their place. Many of these

bacteria may of course be quite harmless or even beneficial in the normal healthy state of the skin; but even so it is desirable that we should, from the point of view of mechanical disinfection, possess some potent disinfecting agent that will penetrate into the pores and depths of the epidermis; and here also, following the suggestion of Flügge, it will be better to confine our efforts towards the removal or destruction of certain specific organisms, associated with definite diseases which can be controlled, rather than to assume the existence of a general or universal organism which, after all, it may be impossible permanently to destroy. Microbiologists have toyed with the idea of some such universal organism from which all others originate, or with which they may act in symbiosis, but this aspect of the subject cannot be further discussed here. The advantages offered by mechanical disinfection combined with cleansing are (1) general handiness and easy use, (2) no injury to the skin, however often used, (3) high efficiency, (4) their adaptability to the special nature of the skin.

Accomplishing This End

If we look upon one of two special kinds of soap, say a coconut oil soda soap, as one of the best cleansing agents at present known and available, and alcohol as one of the best disinfectants, then, if we could combine the two into a really satisfactory alcohol soap, the essential features of both mechanical and chemical disinfection and cleansing would be realized.

Von Mikulicz was among the first to use liquid alcohol as a hand disinfectant for surgical purposes, and his assistant, Vollbrecht, used a solidified preparation which became liquid at skin temperature, but in neither case was any cleansing action expected or achieved, since soap in alcoholic solution is incapable of lather. In his English patent No. 242,444, based on the original German patent application No. F. 54,956, and in subsequent works since, Dr. Richard Falck, of Hannover-Münden, has attempted to solve the problem of manufacturing alcohol soaps that would be reasonably stable, i.e., retain their alcohol and thus possess powerful disinfectant properties, and at the same time act as highly efficient cleansing agents. Also they must be convenient to use, be fairly cheap, and cause no injury to the skin after frequent application.

In the first place it is important to distinguish two distinct phases in the cleansing process, (1) rubbing the soap into the skin, (2) lathering with water. Ordinary soap, however, does not permit of such differentiation, and much of it is used and wasted with water without performing any useful work; and its range of action, moreover, is very limited, since it only reaches the outer surface of the skin. Falck ultimately succeeded in making an alcohol soap which could be used very well in these two separate stages, and it was soon introduced. The alcohol acts not only as a chemical disinfectant, but contributes also largely to the mechanical side since it penetrates very deeply into the skin.

As compared with an ordinary aqueous soap solution alcohol has a much greater adhesive power, and this is still further increased by the soap dissolved in the alcohol. Combined with its adhesive and penetrating properties is its powerful solvent action, and when all this potency is added to the ordinary cleansing action of a good soap lather we have an ideal cleaning agent and disinfectant. Furthermore it is possible to incorporate with an alcohol soap several valuable medicinal agents, such as tar products, sulphur, resorcin, salicylic acid and so forth, which greatly add to the medical value of the soap.

Just recently Piorkowski and v. Angerer have carried out tests with alcohol soap preparations which seem to confirm the claims which have been made for them. In the following table their action is compared with that of a lanolin soap, "Martinfeld" brand, which is supposed to have high disinfectant properties.

No. of Test	Soap used	Amount and method of use	Bacterial count	Reduction in count %
3	none	48,000
	lanolin	5 min. washing and rinsing	19,000	60.4
4	alcohol soap	5 g. 2 min. rubbed in 3 min. washing	350	99.3
	none	360,000
70% alcohol	lanolin	3 min. washing and rinsing	21,000	94.2
	alcohol soap	5 cc. 3 min. rubbing and rinsing	7,500	97.9
6	alcohol soap	5 g. 2 min. rubbed in 1 min. rinsing	850	99.8
	none	7,200
70% alcohol	lanolin	2 min. washing	2,400	66.6
	alcohol soap	5 cc. 2 min. rubbing	1,100	84.7
7	alcohol soap	5 g. 1½ min. rubbing in, ½ min. rinsing	0	100.
	none	unaccountable
8	lanolin	same as 6	19,300
	70% alcohol	same as 6	3,700
alcohol soap	none	same as 6	45
	lanolin	same as 6	45,500
70% alcohol	alcohol soap	5 cc. 2 min. rubbing	3,900	91.4
	alcohol soap	same as 6	69	99.8
			4	99.99

The bacteria used was *Bact. coli* culture, 2cc. of 24 or 48 hours growth, and the subjects of the experiment were, in tests 3 and 4, persons with rather coarse uncared for hands, such as those of a washerwoman; and in tests 6, 7, and 8, rather delicate well cared for hands. Another tests consisted in thoroughly washing the hands with ordinary toilet soap, followed by another washing with alcohol soap, and measuring the amount of dirt (which was considerable) found in the second wash water. Theoretically there is no objection to the addition, to alcohol soaps, of substances insoluble in alcohol, if they are soluble in water. For example, Piorkowski has recommended the addition of sodium persulphate in powder form, but this has not proved very advantageous, and the potency of the mixture declines after a time. One may here note, in this connection, a paper by Blaschko, on a solid alcohol soap for medical purposes, in *Med. Klinik*, 1915, No. 50; another by K. Gerson, on Alcohol Soaps, *ibid*, 1908, No. 4; another by Th. Mayer, on the Therapy of Alopecia seborrhoea, etc., *ibid*, 1912, No. 33; and, finally, a paper by J. K. Mayr, on the Treatment of Dermatitis with alcohol soap, in *Artzt. Rundschau*, 1925, No. 1.

In the next and concluding article some account will be given of the manufacture and packing of alcohol soaps. Packing is specially mentioned, for this is a very important part of the business.

(To be concluded)

Lecithin as a Skin Nourishment*

by Dr. Bruno Reewald.

The more extensive use of lecithin in the manufacture of cosmetics, especially for preparing creams, has heretofore been made impossible by the enormously high price of lecithin. As is known, lecithin has in the past been prepared practically entirely from the yolk of eggs, which in the fluid state contains about 7-8% of it, but in the solid dry state about 16%. However, prices have recently risen to such an extent that a lecithin product of measurably high grade becomes very expensive. An article of about 30% cannot be had for less than \$1.50 per pound. An article of higher quality is correspondingly more expensive.

The preparation of lecithin from brains can hardly be considered since this raw material also comes extraordinarily high; furthermore, brains contain only one particular substance, the cerebrin, closely related to lecithin, which however, by reason of its brittleness and its slight fat-solubility, is not especially suited for the preparation of skin creams. However, a raw material, which is of considerable significance for cosmetic purposes, as well as in other respects is now available in any desired quantities in the form of vegetable lecithin. Vegetable lecithin could in the past be obtained only in small quantities and at high prices. However, by the constantly increased importation of soya beans to Germany, a raw material is available from which such lecithin can easily be prepared, and at a price which amounts to only 1/20 of that which heretofore could be quoted for equally concentrated egg-lecithin.

Vegetable lecithin is a brown mass. In thin solution it is a bright gold color which, superficially, completely resembles lecithin. In order to use it for a cream base, e.g., solutions of lecithin in oil are first prepared. For this purpose any available oil will serve; a concentration of equal parts of lecithin and soya oil, e.g., is a liquid mass which has good keeping quality and which is available at pleasure. This lecithin dissolved in oil is extraordinarily suitable for preparing all kinds of creams and other salves. If strongly water-containing products are prepared with it, it is advisable as heretofore to use benzoic acid or salicylic acid as a preservative.

Vegetable lecithin, which formerly came into trade only in dark, black strongly smelling masses, and was therefore hardly usable for pharmaceutical and cosmetic purposes, is now offered as a quite pure article, which may well lead to revolution in possibilities in uses of lecithin, since the prices hardly rise above those of normal oils and fats even under unusual conditions.

* From *Seifens.-Ztg.* Vol. 54, No. 38, (1927).

Determination of the Iodine Index of Oils in Watery Emulsions

J. Fielkov (*Z. an. Chem.*, 70, 227, 1927) proposes the following modification of the method of Margosches which gives good results with oils, but the results are not entirely satisfactory with fats. 0.1 to 0.15 gm. of oil are mixed with one-half its weight of pulverized gum arabic and 1 to 2 drops of water to form an emulsion to which are added 5-10cc of water and 20cc of a 0.2 N iodine solution. After dilution to 200cc the liquid is vigorously shaken and titrated after 5 minutes by the use of hyposulfite in the usual manner.

Extracts from Works on Fats

VISCOSITY OF SOAP SOLUTIONS.—Masao Nonaka (*J. Soc. Ind. Chim. Japon.*, 30, 221, 1927) has measured the apparent viscosities of sodium palmitate, stearate and oleate, of soap made from tallow and of soap made from coconut oil by the method of Scarpa, for concentrations of 0.5 to 20% and at temperatures of 20° to 80°. The viscosity increases, progressively at the beginning, then rapidly with the concentration; it differs little for the different soaps in case of dilute concentrations, but when the concentration increases, the soaps with a higher molecular weight have stronger viscosities. The hydration of the soap increases with the increase of the concentration and with the depression of the temperature. By addition of sodium chloride (.5—2%) and of caustic soda (.5—2%) to 1% solutions of soap, the viscosity at first increases, then diminishes, with the increase of the concentration of the electrolyte. The maximum viscosity is reached with 1.5% of sodium chloride in the solution of sodium palmitate and 3% in the solution of sodium oleate. The presence of the electrolyte increases the volume of the micelle, which has a negative charge, since its charge is increased by the adsorption of the negative ion of the electrolyte. The viscosity increases proportionally with the increase of the volume of the micelle. This is observed in the first phase of the addition of the electrolyte to the solution of soap. Since the concentration of the electrolyte increases as much in comparison with the adsorption of the ion, the electro-potential of the micelle diminishes by the neutralization of the charge of the ion, which produces the aggregation of the micelle, indicating the lessening of the viscosity. In the solution of the sodium oleate, the growth of the viscosity is weak in consequence of the very small amount of the negative ion of the electrolyte.

Coconut Oil

In the Philippine Islands the deodorization of coconut oil is carried out by one company, the process consisting in blowing superheated steam through the oil. The volatile odoriferous constituents are thus removed, the first portion which passes over being liquid, greyish, oily, and possessing a disagreeable odor. Towards the end, however, the material becomes white and solid. Brooke (*Phil. Jour. Soc.*, 1926, 201) found the distillate to contain some unaltered coconut oil, together with compounds of an alcoholic nature, methyl-nonyl ketone being definitely isolated and identified. On the west coast of Porto Rico bud rot is prevalent among coconut trees, 800 trees being affected with disease in 1923-24 (*Jour. Agric. Res.*, 1926, 471). The disease is due to a small parasitic fungus, *Phytophthora faberi*, Manblanc, which causes the wilting and death of the younger leaves and the gradual falling of the older leaves, till the trunk becomes defoliated. —*Oil and Color Trades Journal*.

The Perils of Soap Making

MEMPHIS, Tenn., Dec. 24.—Explosion of a can of pigs' feet being opened for use in making soap at a packing plant here today painfully burned John Cannon and slightly injured a negro helper.—*United Press*.

After racking our brains for several hours trying to think of something funny to say about this, we have at last reached the conclusion that maybe there is nothing funny in it, at least for the victims.

Features of Soap Materials Market

(Continued from Next Page)

and with the firmness of animal fats, it would not at all be surprising to see the development of further large buying by soap manufacturers.

A. H. HORNER.

INDUSTRIAL CHEMICALS

There has been no change in the alkali situation since our review of last month. Trading in the market for contracts is said to have been fairly active and producers report that contract sales have been well up to the anticipated levels. Their prices have been reduced no further openly, but it is understood that not all of the manufacturing consumers have paid the full schedule for their 1928 quotas. Buying of parcels on spot has been none too active. The shading of prices which has been reported in some quarters has more or less discouraged the consumers from coming in for sizable quantities and there has been a deal of bickering over prices and quotations.

Caustic potash has continued steady and without any material change in prices. Carbonate of potash is more or less unsettled. Other items on the industrial chemical list have been none too firm, owing to light demand.

Other Soap Materials

Inquiry for rosin has been fairly active and this together with unfavorable weather in producing centers has resulted in a somewhat firmer tone in the market in spite of the fact that the export demand has not been up to recent levels. Most sellers anticipate a firm market during the remainder of the winter and in the early spring, but are inclined to feel that March and April may bring a further downward reaction which may be offset by export inquiry. Other materials in the group show relatively few changes.

Scented Soaps Excluded from Luxury Tax in Peru

In accordance with a decision of the Tariff Advisory Board, it is decreed that scented soaps coming under item 1832 of the Peruvian import tariff are excluded from the 10 per cent ad valorem luxury tax established by law 4480, owing to the ordinary quality of such products. The above report was transmitted to the United States Department of Commerce, by American Commercial Attache O. C. Townsend, Lima, Peru.

Drying and Fatty Acid Content

G. AISENBERG (*Mastloboino Scirovoie Delo*, 1926, No. 12).—The percentage of water remaining in soap flakes after treatment for 45 min. in a desiccator depends on the proportion of unsaturated fatty acids. To obtain soap flakes containing not more than 10-12% of water after drying for 45 min., the iodine value must not exceed 51.5-52.5.—*British Chemical Abstracts*.

A Little Careless

The lady had lost three husbands and in confidence she told her neighbor that she had had an offer of a fourth; then she asked: "Shall I accept him?"

Her neighbor was what you call a wise woman, for she answered: "If you have already lost three, it seems to me you are too careless to be entrusted with a fourth."—*Silent Partner*.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

The market has undergone a gradual firming up, City Extra tallow now having reached the level of nine cents per pound loose f.o.b. seller's plant. The volume of trading as a whole has not been large, due to the light offerings and the usual desire of buyers to keep down inventory until the turn of the year. Business for the year got under way with sales last week of around 800 drums of City Extra at nine cents per pound. Some buyers seemingly still are holding off for the time being in an endeavor to size up the market.

Due to the cattle situation, tallow seems to be in a position apart from other soapmaking commodities and unless business undergoes a slump the price level should remain steady.

Sales of grease during the period total a sizable volume, the price ranging from 8¼ to 8½ cents delivered on good quality 10 acid stock.

House grease is quoted at 8¼ cents loose, seller's plant. Yellow grease at 8¼ to 8½ cents, depending on acid and color.

The Middle West is in practically the same position as the local market. Last sales of Prime Packers were made at nine cents Chicago and Kansas City, although a few odd tanks were sold at 9½ cents. This grade is now held at 9¼ cents. The 40-40 stock has been sold at 7½ cents, Chicago.

E. H. FREY.

GLYCERINE

Since our December review the market has further declined and today chemically pure is quoted at 19 cents per pound in bulk, with the usual differential for cans. The market for all grades of glycerine is in rather poor shape. There has been scarcely any demand for refined, and consequently crude is not being sought for. The excess stocks are now in this country, although in some sections of Europe there are still supplies of refined to be had at lower figures than are quoted here.

The weather has been against the consumption of anti-freeze compounds, therefore, we imagine that the dealers have considerable on hand unsold. We may have severe weather between now and the first of April and, as a matter of fact, our Winter weather generally occurs during that period. If this happens to be the case this year, it may make a difference to glycerine, through the sale of the anti-freeze material. The general opinion in the trade today, is, that glycerine is cheap and that buyers will do well to purchase part of their requirements now and more if the price declines further, for there is a feeling that there must be some improvement later on, although it is admitted that the prospect is not encouraging.

W. A. STOPFORD.

VEGETABLE OILS

The entire vegetable oil market has recently been active, especially the lower priced oils. Although these grades were plentiful a few weeks ago, spot and nearby stocks seem to have been fairly well cleaned up. Soap stock, basis 50% TFA, both cottonseed and corn oil, sold in a large

way at 3c per pound Mid-west destinations and consumers apparently would be willing to pay this price for additional quantities for immediate future deliveries but producers are offering very sparingly.

Cocoonut acid oil, basis 98% saponifiable sold within the past few days at 6½c lb. Mid-west, which is about ¾c lb. over the recent low mark. This oil is also in good demand and producers having disposed of their spot and nearby surplus are now asking a fraction higher.

Cocoonut oil has not been as active as other fats and oils during the past week or so but the market is steady to firm and buying interest is by no means small. On the contrary, bids have recently appeared for large quantities just slightly below present asking prices, but producers show no inclination to shade their prices at the present time.

Some large transactions in palm oils were reported lately for future delivery. Interest in this oil continues to be good

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 9c. Edible, New York, 10¼c. Yellow grease, New York, 7¾c. White grease, New York, 8¼c.

Rosin, New York, January 16, 1928.

Common to good	9.90	I	10.35
D	9.95	K	10.35
E	10.00	M	10.40
F	10.20	N	11.15
G	10.25	W.G.	11.75
H	10.35	W.W.	12.65

Starch, pearl per 100 lbs.	\$2.97	@
Starch, powdered, per 100 lbs.	3.07	@
Stearic acid, single pressed, per lb.11	@
Stearic acid, double pressed, per lb.11¾	@ .12¼
Stearic acid, triple pressed, per lb.13¾	@ .14¼
Glycerine, C. P., per lb.19	@ .20½
Dynamite15	@ .15½
Soap, lye, crude 80 per cent, loose per lb.09	@ .09½
Saponification, per lb.10	@ .10½

Oils

Coconut, edible, per lb.10½	@ .10¾
Coconut, Ceylon, Dom. per lb.09¾	@ .10
Palm, Lagos, per lb.07¾	@ .08
Palm, Niger, per lb.07	@ .07½
Palm Kernel, per lb.09½	@
Cotton, crude, per lb., f. o. b., Mill08½	@
Cotton, refined, per lb., New York10½	@
Soya Bean, per lb.13	@ .13¼
Corn, crude, per lb.12¾	@
Castor, No. 1, per lb.13¾	@
Castor, No. 3, per lb.13¼	@
Peanut, crude, per lb.12	Nominal
Peanut, refined, per lb.13½	Nominal
Olive, denatured, per gal.	1.40	@
Olive Foots, prime green, per lb.09½	@

Chemicals

Soda, Caustic, 76 per cent, 10 lbs.	2.90	@ 3.00
Soda, Ash, 58 per cent, per 100 lbs.	1.32	@ 1.67
Potash, Caustic, 88@92 per cent, per lb., N. Y.07¼	@ .07¾
Potash, Carbonate, 80@85 per cent, per lb., N. Y.05¼	@ .05¾
Salt, Common, fine, per ton	15.00	@ 24.00
Sulphuric acid, 60 degrees, per ton	10.50	@ 11.00
Sulphuric acid, 66 degrees, per ton	15.00	@ 16.00
Borax, crystals, per lb.04¼	@ .04¾
Borax, granular, per lb.04	@ .04¼
Zinc oxide, American, lead free, per lb.06½	@ .06¾

